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JANUARY, 1910

Economic Advertising

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WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

How to Expand Business

ADVERTISING is more and more coming to be an exact science, and there is just the right advertising medium for every purpose, every grade and kind of merchandise.

¶ If your problem is how to establish a successful connection with the users of the goods you manufacture, the pages of the reputable trade and technical papers offer you, by long odds, the most profitable publicity.

¶ No surer way exists of broadening your field of operation and increasing your sales than to enter upon a systematic and thorough advertising campaign in the MacLean Technical and Trade Newspapers.

¶ Each of these publications with its own positive following of loyal supporters, will carry your arguments direct to those and to those alone whom you wish to reach.

"Canadian Machinery" for machinery and tools ;

"The Power House" for power plant supplies and accessories ;

"The Plumber and Steamfitter" for those engaged in the plumbing, steamfitting and sanitary engineering trades ; and

"The Printer and Publisher" for printing machinery and paper, are the leading technical papers in their respective fields. Sample copy and rates on application.

THE COMPLETE MACLEAN LIST

The Canadian Grocer
Hardware and Metal
Dry Goods Review
The Canadian Millinery Review
Bookseller and Stationer
Printer and Publisher
Canadian Machinery
The Power House
Plumber and Steamfitter
Financial Post
Busy Man's Magazine

THE MACLEAN PUBLISHING COMPANY LIMITED
10 Front Street East
TORONTO

and at Montreal, Winnipeg, London, Eng., New York and Chicago.

ADVERTISING PAYS

—if carefully and intelligently conducted

But — there are more than a few manufacturers and merchants who pay little attention to their advertising problems, or neglect them altogether.

Before signing a contract of any kind for white space, it is always safe to consult an authorized agency.

Communicate with us before signing your contract for 1910.

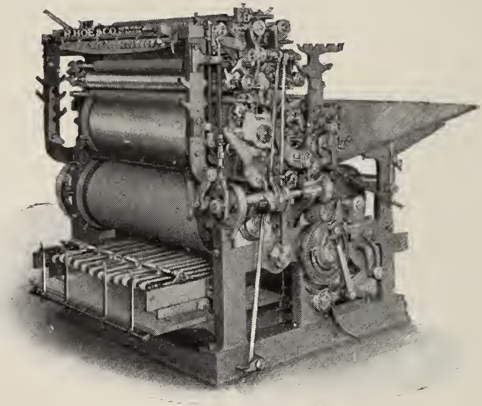
It certainly will pay you to know more about our service.

WOODS = NORRIS Limited

Mail Building, TORONTO

THE OTTAWA GOVERNMENT

is using one of our Rotary Offset Presses for map and other high grade printing. They are also being adopted by the foremost houses of the world for all kinds of Commercial, Half-tone, Type and Color Printing.



Made for Automatic Feed or Hand Feed

WE WOULD LIKE TO TELL YOU MORE ABOUT THEM—MAY WE?

Our machines all embody the latest practical improvements, combined with the well-known Hoe qualities of

Strength and Durability

R. HOE & CO.

504-520 Grand Street New York, N.Y.

ALSO AT

160 St. James St.,
Montreal, Can.

7 Water St.,
Boston, Mass.

143 Dearborn St.,
Chicago, Ill.

109-112 Borough Road,
London, S.E., Eng.

8 Rue de Chateaudun,
Paris, France.

AN UNSOLICITED TESTIMONIAL FROM A SATISFIED CUSTOMER

LONG-CRITCHFIELD CORPORATION.
CHICAGO, Nov. 4, 1909.

Mr. Fred Diver,
Central Press Agency, Limited,
Toronto, Ontario, Can.

Dear Mr. Diver:

I want to thank you very kindly for the very prompt attention you have given in sending out our electrotypes on the orders recently issued. This is certainly the kind of co-operation which is worth a good deal to us.

I spoke to Mr. Taylor a few days ago and told him of the excellent services which we have received at your hands during the last two or three years, and you may rest assured that we certainly appreciate your work.

During the three years you have handled our electrotyping in Canada we have had only one complaint from a small paper way out in Alberta, and this fellow happened to receive a cut which he claimed was a little battered. This is surely a most excellent record.

With very best wishes, I am,

Sincerely yours,

LONG-CRITCHFIELD CORPORATION.
R. C. CHASE.

THE CENTRAL PRESS AGENCY,
LIMITED
70-76 PEARL STREET, TORONTO.
ELECTROTYPERS, STEREOTYPERS,
ENGRAVERS, DESIGNERS, &c.
ADVERTISING CONTRACTORS.

A New Year's Resolution

The policy of every business needs revising at least once a year.

The plan of operation of the past year can possibly be strengthened, provision made for profiting by new or changed conditions, and every opportunity improved for the extension of business relations.

The firm that resolves at *New Year's* to extend its operations in Montreal and Quebec Province, using the columns of LA PRESSE to reach and create a demand among all classes of the great French population, will be disposed to observe *Thanksgiving* day, a few months hence, when the results are checked up.

The fact that LA PRESSE has a circulation in Montreal and suburbs *three times as great* as that of any other French newspaper, alone stamps it with the mark of superiority. The medium that reaches the largest number of people and that carries most weight in their homes, is the medium that will sell the most of your goods, and bring you the greatest profits.

This medium, by the common verdict of the leading advertisers, is

LA PRESSE

MONTREAL

"Largest and Strongest in Canada, without exception."

A Monthly Magazine published in the interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12 00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 2. Toronto, January, 1910. No. 5.

Straight Talks

THE ADVERTISER WHO QUITS.

Since the majority of our readers are advertisers or probable advertisers we have no hesitation in drawing their attention to an article on another page entitled "What Crown Perfumes Learned by Stopping Advertising." The big English Company had built up a valuable business on this side of the Atlantic by sheer force of advertising plus meritorious goods.

The appropriation was modest for the market attained, but moderate as it was the officers of the company decided to save their $35,000 annually, firmly believing that the merit of their goods would hold the market against the keenest competition. However, things didn't just happen that way. The Crown Perfume business, on this continent, was practically annihilated. The firm deserves commendation for the able manner in which they have overcome their error.

A product, or products of exceptional merit may capture and hold a market indefinitely without advertising *where real live competition is lacking.* But the day a live competitor steps in, if his goods are about as near perfect as those of that firm practically controlling the market, *there must be a change.* Because the live competitor will advertise just as surely as he is swayed by the spirit of modernism which rules the commercial world.

The firm which advertises for a time and then quits is either imbued with extravagant ideas or governed too conservatively. Lasting business institutions are governed solely by the ideas, old or new, which make for success. As Trueman De Weese says, "The advertiser who keeps everlastingly at it, knows that advertising pays."

* * *

SPASMODIC ADVERTISING.

Civil engineers have demonstrated, as far as geometry can demonstrate anything, that a light hammer applied constantly and indefinitely to any given spot of a steel structure will ultimately cause its collapse. They also inform us that a similar steel structure will withstand the irregular blows of a steam hammer for a more indefinite period.

It's not the big space used occasionally that counts in advertising. Nor is it the small space that counts so very much. But judicious and systematic use of space—the constant hammering away with logically arranged selling arguments turns the trick.

The spasmodic advertiser has no good reason to expect permanent success. He is less logical than "The Quitter," the man who has captured a market by constant hammering for years and then considers that he has paid the price the permanent success demands.

If you are convinced that your goods will compare favorably with the best competing lines, then, advertise persistently and aggressively. If you have no faith in the merit of your product do not invest a dollar in advertising. And always remember that spasmodic advertising does not pay. Of course the man who quits is always up against an expensive proposition.

* * *

SENTIMENT IN ADVERTISING.

"There's no sentiment in business." That common place expression has almost assumed the proportions of final truth in the popular mind. It has practically become a proverb, and, like all proverbs, has its apparent weakness. But few of us would have dared to term it utter rubbish had not Mr. Seth Brown advanced into the arena and declared an unswerving faith in "Sentiment in Advertising." Obviously, if there is no sentiment in business there can be no sentiment in advertising. But since there is considerable sentiment in advertising there must be considerable sentiment in business, proverb-lovers notwithstanding.

Consider the matter for a moment, Mr. Business Man! You decide to build a new residence. Knowing several contractors well, you instruct your architect to call on all for tenders. "But," you add, "I want Smith to get the contract. If he is within hailing distance of—*not the lowest but the most reasonable figure he's to get the contract.*"

Of course, there's no sentiment in business, Mr. Advertiser, you know that perfectly well. If you desire an expensive booklet or catalogue you tell your agent to secure tenders from a number of printers. But—you want Jones to get the job.

It sounds fine to declare; "My friend! there is no sentiment in business." One can look gravely-sagacious while doing so. Besides, it is pleasant to be known as a hard-headed business man.

No sentiment in business! As a matter of fact there is more sentiment in business than there is in philanthropy.

Carnegie, the philanthropist, may calculatingly inscribe his name on imposing granite buildings all over the English speaking world, but, Carnegie the far-seeing business man—the man who made the philanthropist possible—had a very genius for friendship. His lieutenants were not merely his business associates. They were the only real friends Carnegie had in his fight against brainier—if less astute—men than himself.

* * *

SENTIMENT OR LOGIC.

The public mind is swayed by both, but sentiment will continue to sway the majority of mankind for long. You never knew a cool, logical preacher to have a crowded church. The popular preacher appeals to the emotions of men and women. Incidentally, he may be logical, but crowds who attend his services are not enticed by his nice reasoning.

The same is true of political speakers and statesmen. Both Pitt and Sheridan completely o'ershadowed Burke. And Burke is conceded to be the profoundest statesman who ever addressed the British House of Commons.

Marie Corelli made a fortune out of her first book. Herbert Spencer, the most luminous mind of the Victorian era, died comparatively poor, at the age of eighty.

Personally, I believe in reason-why copy. Logic appeals to me powerfully. But, reason-why copy and that alone will never create an immense market for any product. Strip John E. Kennedy's subtle reasoning of the quaint sentiment he ingeniously wraps up his sledge-hammer selling arguments in, and—in somes cases, at least—we would rob his copy of its remarkable market-creating force.

There will be sentiment in advertising just as long as the majority of mankind are swayed by the emotions. To reduce any series of ads to a mere logical treatise about a given product would merely "cabin, crib, confine" the sales.

* * *

THE VALUE OF ADVERTISING.

This primary problem confronts all advertisers or probable advertisers. It cannot be computed in dollars and cents. The reputation of a big dry goods house may be national and apparently firmly established, but the moment advertising ceases the turn-over dwindles away—reputation shows symptoms of a sudden demise.

Stop stamping "Dunlop" on automobile tires—stop advertising its merits, and the sales will dwindle to the vanishing point inside of two years.

Stop advertising the product of Semi-ready—don't let the public know anything about the big tailors' output—stop describing their scientific methods of producing perfectly fitting clothing—depend on the intrinsic merits of the goods alone and Semi-ready's premier place in Canada's clothing industry would be usurped in short order. Merit will sell goods to people who know all about them. Constant advertising plus merit will create an ever-increasing market for any product or article.

* * *

HERE TO STAY.

It is just beginning to dawn on those who condemned our rashness that ECONOMIC ADVERTISING is here to stay. The biggest advertisers in Canada have shown their appreciation by subscribing for our publication years ahead. The popular notion that an advertising magazine must necessarily be a house organ has sustained a severe shock. The biggest space buyer in the Dominion expresses the reason aptly when he declares "You are certainly making your magazine worth while." Less hesitancy on the part of our readers to render cordial co-operation would still improve ECONOMIC ADVERTISING considerably. Send along your contribution for the good of the cause.

SOME DEFECTS OF FOLLOW-UP SYSTEMS.

Advertisers Keen for Inquiries But Discount their Value by Slipshod, Careless Methods of Replying—Considerable Cost of Inquiries Attaches Importance to Problem—The Influence of the Direct Appeal—The Proper Position for Return Coupons on Advertising Page—By William G. Colgate.

Speaking of follow-up systems it is interesting, educative, and sometimes amusing to note the different methods advertisers take to induce inquiries. Some shout at the top of their voices, others almost implore upon their knees, others again try to wheedle and cajole the reader into replying, while some assume an austere, you'll-lose-if-you-don't air and apply the approved psychological treatment in their advertising, varying according to the standing and temperament of the advertiser.

It is one thing to succeed in getting the reader to "write for booklet" and another thing to accord him the proper attention when he does. Many advertisers when they receive the much-sought for replies seemingly become indifferent and are content to devote to them only the most necessary and perfunctory attention. We are familiar with that outstanding trait of human nature which desires the good things on the top shelf: then if it so happens they are obtained forgets them in the pursuit of something else just out of reach. Perhaps this is the situation with the advertiser in question. Or, perhaps, his follow-up system is out of order and needs a tonic.

Quite recently I had occasion to send out seventeen replies in answer to requests to "send for booklet." It is interesting to note that out of the number only three replied with what seemed to be really effective follow-up literature. Five replied with printed form letters, omitting date and salutation; and when an attempt was made, as in one case, to match the body of the letter, the contrast was strong enough to be quite noticeable. Another reply had my name misspelled so that it would hardly be recognized by my friends, while three replied not at all, notwithstanding the fact that I had expressly asked for the addresses of the nearest dealers. The color illustrations of one booklet received, demonstrating the supposed advantages of the advertised article, were what is technically known as "off register." One advertiser came forward with the explanation that the book wasn't off the press yet and still another forwarded the wrong booklet while three concerns ignored the requests altogether. From three to sixteen days were also taken for replying, when three should have been all that were necessary.

When it is estimated as was shown in *Printers' Ink* recently that it costs anywhere from $2 to $25 on an average to obtain a single inquiry, without taking into consideration the extra cost involved for printing, postage, clerical labor, etc., in the handling of this department the importance of the situation it presents will be readily appreciated. The question naturally arises, if it costs so much to obtain inquiries then why in the name of common business sense don't advertisers pay more attention to them when they come in?

Apparently the main object of the advertiser is to impress the reader with a "big front" in the advertising pages and then neglect or leave him to the influence of the dealer rather than give him the information he wants.

The defective booklet had the same effect on me as a salesman showing me soiled goods. The otherwise good impression which I had formed of the product from advertising and the accompanying letter was discounted by this specimen of careless printing.

If more advertisers understood the influence of the direct appeal they would be more careful of their follow-up letters. Much good business lost might be directly attributed to neglect in this respect. It is not exactly gratifying to feel that one is of a thousand or more getting precisely the same attention. The advertiser could undoubtedly accomplish more by creating the impression that the inquirer is an object of personal interest—that special attention is being devoted to the inquiry—even though the inquirer may recognize subconsciously that such cannot reasonably be the case.

Certainly nothing is gained by omitting the address or carelessly misspelling the addressee's name. The date and signature or written initials should be inserted in order to avoid a prejudical effect upon the probable customer. No advertiser can afford to undermine the favorable influence which his advertising naturally creates by ill-prepared replies. One of the best follow-up letters I ever received—the most persuasive, direct and apparently most sincere—was one which contained my name in the body of the letter. It was a subtle way of imparting an impression of a close personal interest and it succeeded in one instance at least.

Too hasty methods of preparing replies are frequently evidenced by the careless typewriting of letters, etc. If a salesman for the house should insist on wearing ultra-stylish clothes and wouldn't shine his shoes or wear a clean collar his incongruous appearance would inspire such adverse criticism as to probably cause his dismissal. What is the difference then between that and slipshod printed and typewritten salesmanship?

Unnecessary delay in answering inquiries is another important evil. Making every allowance for the distance from the location of the inquiry, letters should be sent out promptly. An acquaintance of the writer's once answered an ad for an umbrella booklet containing suggestions for gifts. The intention was to make a selection from the booklet for a birthday present. Nearly two weeks elapsed before the booklet arrived. Meanwhile the natal occasion had been duly celebrated and the presentation taken place. The gift was an umbrella all right but not the advertiser's.

For convenience sake return coupons in ads should be placed at the lower left-hand or right-hand corner of the page. from whence they may be easily removed. How often does one see in a magazine, trade journal or newspaper a coupon ad placed in the centre of the page or thereabouts when the leaf has to be mutilated if not entirely destroyed before the coupon can be taken out. The advertiser is certainly not following the line of least resistance in allowing his ad to be so placed. Although I realize the publisher is largely to blame in permitting the pages to be made up that way. Obviously it is as much to his interest as those of the remaining advertisers upon the pages to see that the ad is correctly placed.

These are a few of the conspicuous defects in the follow-up systems of our national advertisers. and their speedy correction should make for proportionately larger and more permanent returns from this essential auxiliary of good advertising.

◆

Stick to it.

* * *

Sometimes the homely ad produces handsome results.

* * *

The safest way to study the inside of some propositions is from the outside.

* * *

An occasional stumble won't count against you much if you pick yourself up and keep on going.

* * *

The thing that we call firmness in ourselves is often meanness and perversity in the other fellow.

* * *

One thing that makes it hard to get to the top is that one has to pass so many people who are on the way down.

* * *

The man who writes his own advertising, like the woman who trims her own hats, sometimes comes out with a sensation that is painful.

* * *

Every time a hen lays an egg she cackles forth the fact. Yet man, nature's masterpiece, often stops and hesitates before he'll advertise.

* * *

Talk to any woman long enough and you will find that her idea of a dastardly outrage is raising the price of a spool of thread from 5 cents to 6.

"SALADA" TEA ADVERTISING.

A Brief but Interesting Story of Successful Advertising—Mr. P. C. Larkin Describes "Salada" Tea Advertising, Pointing Out that Only Meritorious Goods Can be Advertised With any Degree of Permanent Success.

In these modern days every "live" business man knows that without advertising—whatever the merits of his goods—he cannot reach great masses of the public.

I soon ascertained this after taking up the business in which I am now engaged. At that time (in 1892) practically all the tea consumed in the Dominion was supplied by China and Japan.

Tired?——Nature's Sweet Restorer

Abounding in stimulating goodness, a most healthful and pleasing beverage. Its sustaining and invigorating qualities are beyond dispute.

Ceylon had been producing teas for a few years, and these had made very considerable headway in England. Every good judge of tea realized that they had a quality that China teas did not possess. Recognizing their merit as we did, we imported considerable quantities, and in their original chests disposed of them to retailers. However, as time went on, we found that these teas, with all their merits, did not sell. The retailer carried them in stock, but did not put them before the consumer, and as months went by they invariably wanted to change them to the old China Congous.

An experience like this was enough to discourage most wholesale dealers with Ceylon Tea, and the story generally told was that while "they suited the Englishman" they would not suit out here, but we, confident of their merits, thought we would try another plan, and put them up in lead packets, and by this means get them on grocers' counters or show-cases in small quantities, and in this way attract the attention of the public. We went on like this for a year or two, and our opinion of the goods we were packing was corroborated by the information we received from the different stores, i.e., that wherever a person was tempted to try "SALADA" they always demanded it afterwards, and no doubt the merits of the article was percolating from one person to another, but our progress was slow. and we came to the conclusion that if we were going to live a thousand years, from the inherent merits of the article we were selling, we would eventually do a great business. However, as we fully realized that we only had twenty or thirty years of business life before us, if we were ever to accomplish anything we must get on faster.

We looked around for means of telling the public of the merits of the tea we were offering, and chose one newspaper to give "SALADA" publicity, making a contract with it amounting to about $350.00 per year. For the first six or eight months we found little or no effect, but by the end of the year business had improved, and we made up our minds to not only renew the contract with that paper, but took on another city paper. A few months passed and we took on still another. Our business kept on improving. We had a first-class article, and we were telling the tea-consuming public about it. Our business was increasing, and so we increased our advertising, and we kept on doing that until we had extended over all Canada, opening a branch in Montreal to do the Quebec and Lower Province trade. Later on we opened a branch in Buffalo, then in Detroit, Pittsburg, Boston, New York, Chicago, and from these central points radiating through a very large part of the United States and all Canada, taking up newspaper advertising wherever we went.

Now as to different methods of advertising, we have tried very many, but firmly believe that nothing equals the daily newspaper to reach the public quickly.

Our experience spread now over eighteen years teaches us that any person who has a very good article (not necessarily *better* than anyone else, *but fully as good as the public can get in any other way*), will be well advised to advertise, but without an excellent article they will be most unwise, because, after all, advertising only sells the first packet. Every succeeding one must be sold on the merits of the article contained therein. Therefore, a first-class article becomes with advertising like a snowball rolled along the ground—it is continually taking up *and retaining*—gradually accumulating good business—becoming larger and larger every year. With an inferior article, advertising will certainly sell one packet, but the purchaser not being satisfied, will never be induced by all the advertising in the world to try it again. For success one must have value to offer as a foundation.

◆

The man who copies other people's advertising, like the man who wears second hand clothing, frequently finds that the other fellow has taken most of the value.

* * *

The man who is intent on getting there doesn't worry much about the scenery along the route. He keeps his mind on the end to be reached and keeps plugging away.

* * *

You will not improve your chances by taking too many chances.

WHAT ABOUT YOUR TRADE MARK?

Is it a useless decoration, or do masses of the buying public know exactly what it stands for? There are scores of appropriate trade marks in Canada but it would bother even experienced advertising men to mention ten and explain their actual relation to the country's merchandise. In a recent issue of *The Globe,* Toronto, the following little talk appeared under the caption—"Trade Marks—Why Not?"

THE Broadway BRAND
CORRECT CLOTHING FOR MEN

"The rank is but the guinea's stamp," sang "Bobby" Burns lang syne. It makes the guinea just the same. It's a far cry from "For a' that an' a' that" to trade marks, and Burns wasn't thinking of them when he wrote the poem. But is there not a traceable connection?

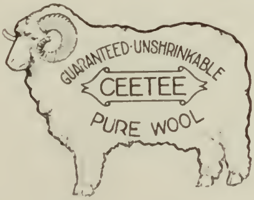
The stamp on the British guinea turns a piece of gold, that otherwise would have to be weighed, valued, and bargained over in every transaction in which it figured, into a certificate unquestionably accepted at its value the world over. It says in effect "the Government of Britain guarantees this to be worth so much," and the guarantee of the British Government needs no other evidence of bona fides.

So with a trade mark. The manufacturer or merchant who has a trade mark is proud of it. It is his stamp, his certificate of quality. He uses it to mark the output of his factory or store. His patrons can depend on goods so marked being all that is claimed for them. And because of this knowledge they demand his goods.

The trade mark is a good thing. If you have not adopted one yet, think it over. You will strike the right idea in time, and find that it will help you. A good trade mark is of itself a big advance in an advertising campaign.

Certainly the trade mark is a good thing—if the buying public knows exactly what it stands for. But if the people who are likely to buy your goods do not know what your trade mark stands for, of what earthly good is it? Let's get down to first principles! Is your trade mark a valuable asset, or merely a useless decoration—which?

The value of the British stamp on a piece of gold and alloy—the guinea stamp—is inestimable for the simple reason that the whole civilized world knows exactly what the British government stamp stands for. But let the Empire's mints turn out a gold



piece in secret with a new and unknown Imperial stamp — let that gold piece be intrinsically worth five gold sovereigns and how much merchandise would it purchase? It would be utterly worthless, as far as purchasing power was concerned, in every capital of Europe and America. Even in old London it would not buy a single article anywhere near its approximate value for the simple reason that the merchants of the world's metropolis would be entirely ignorant of its value.

TORONTO
Gendron
CANADA

The *Globe's* advice is excellent. Every business man with sufficient faith in his product to go on perfecting his processes of manufacture or his organization year after year should certainly place the seal of his approval on the goods for his own sake—if not for the sake of the general public.

But there is no great dearth of trade marks. The woods are full of them. The only trouble is that the buying public knows nothing about them.

There has only been one serious attempt on the part of a Canadian manufacturer to let the people of the country know exactly what a trade mark stands for. The Slater Shoe Company has made an honest effort to popularize the sign of the Slate. This firm has been one of the biggest and most aggressive advertisers for years. Their advertising created an immense business—big enough to entice a few manufacturers of inferior shoes to poach on the original Slater Shoe Company's preserves. And the poachers made serious inroads into the Slater Shoe business because that Company had failed to tell the buying public to look for the sign of the Slate if it wanted original Slater Shoe quality. Personally I am willing to hazard the opinion that it would pay the publishers of Canada to cordially co-operate with any big advertiser who makes a manful effort to conserve the market aggressive and persistent advertising has created.

The Victor Gramaphone Company made a similar mistake—made that mistake while building up an international business. Recently they discovered that *the dog listening to his master's voice* was selling all sorts of talking machines, although selling a big output of Victors. The reason for this considerable loss of trade lay in the fact that Victor advertising did not distinctly and emphatically associate the trade mark with Victor machines.

GUARANTEED
ALASKA
BEDDING
TRADE MARK REGISTERED

The inference is plain. The knowledge the buying public has of a trade mark absolutely determines its value to the advertiser. An utterly unknown trade mark is valueless. One inserted in the advertiser's publicity occasionally will make it valuable. But—if you want the extreme value of a trade mark—your evidence of supreme faith in your goods—never weary in reiterating what that trade mark stands for. Thus it will ultimately become, in a proportionate degree of course, as valuable as the stamp of the British government on a sovereign. But take the advice of Mr. Larkin, given on another page, and do not trade mark and advertise your goods unless they compare favorably with the best competing lines.

◆

When in doubt mind your own business.

* * *

A pessimist is a man who is always wondering how large his funeral will be.

* * *

Cut out the superlatives—that's what they all say—give 'em facts, backed up by reasons.

* * *

Praises upon the head of the critic who recently said that women can't resist advertisements.

* * *

An optimist is a man who can be thankful, when he has a sore throat, because he wasn't born a giraffe.

* * *

Placing all your dependence on one big advertisement is like expecting one suspender button to do all the work.

NOTES OF PERSONAL AND NATIONAL MOMENT.

The Toronto World's new Home. Features that spell success.

New and modern is the *World's* new home, and consistently new and modern is the furniture and equipment. Speed! All speed! has been the general theme. The fastest press that could be secured has been set up and is capable of running off fifty thousand 18-page papers an hour, nearly a whole edition. The same press will print a 36-page or a 72-page issue, and will print in four colors besides black which, with the various systems of blending or mounting one color upon another, will give almost any tint required in modern lithography.

All new machinery has been installed for bringing the pages from the "raw type" stages down to the press—FAST. The moulding plant will form matrices from type every six minutes. These are shot down a tube to be moulded into circular plates by the latest type of auto-plate at the rate of four a minute. Promptly as they issue hot from this contrivance, they are hustled into an auto-cooler and slapped onto the press. The whole process is the matter of a few seconds. In less than 15 minutes from the time a story leaves the reporter, it can be read on the street. "Specials" and "extras" can, when the occasion warrants, be heralded by "newsies" on all the down-town streets before the paint on the bulletins is dry. The new *World* building is a cheerful and, at the same time, imposing example of architectural design. It is not a slavish copy of any particular type of architecture, and might be styled a free treatment of the modern Renaissance, modified to suit conditions and adapted to general utility. It is constructed of structural steel, pressed brick, with cut-stone trimmings, terra cotta floors, and partitions; has metal doors, window frames and sash. No wood being used, except for the hardwood floors, the building is absolutely fireproof.

MODEL OF TASTE AND CONVENIENCE.

The main entrance is in the centre of the Richmond-street front on the ground floor, and is reached by three easy steps leading to a revolving door, which ushers the visitor into a spacious hallway, with mosaic floor and marble counters on each side. This is the general business office, which is amply lighted by five immense plate-glass windows by day and five electroliers, suspended from a 17-foot ceiling, by night. At the end and to the left of the entrance corridor is the main stairway and elevator. To the rear of the business office proper, and separated by a fireproof partition, is the press-room and mailing department. The basement, which covers, approximately, an area of 7,000 feet, is utilized as a stock room, lavatories for the mechanical and business staffs, vaults and stores, etc.

The editorial and reportorial department is on the first floor. The general reporters' room is encountered upon stepping from the elevator and passing through a comfortably furnished lobby. To the right and facing Richmond street are the private offices of the executive staff; the managing editor, news editor and city editor, and to the left of this room are the offices of the telegraph, sporting, commercial, financial and other editors. *Sunday World* editors are located to the north end of this floor, along with the editorial writers, while a large compartment at the north-west corner has been especially fitted up as a library and reference room.

Ascending the stairs to the second floor where the composing room, proof-reading, stereotyping and engraving departments are located, you pass through a door into the foreman's office and from that into the general composing room. The battery of linotype machines is on the north side of the James street front, while the south-east corner is occupied by the type cases and the hand-setting section.

To the south-west is the engraving department. The stereotypers and proofreaders occupy the north-west section of this floor.

The freight elevator and second stairway at the north-east corner of the building are totally enclosed from basement to roof by brick partitions and protected by metal doors. The elevator is entirely of steel, together with the stairways, so that in the event of a possible fire starting from whatever cause, there is absolutely nothing to burn should it reach the hoist shaft or stairway.

The interior finish throughout from basement to top floor is stucco plaster.

The gas and electric wiring are contained in metal conduits, concealed in the terra cotta flooring, and are so arranged that the electric and gas lighting, or both can be utilized from all outlets.

* * *

LA PATRIE.

A very flattering article appeared in the *New York Herald* recently on *"La Patrie."* After paying a number of compliments to the French daily and its management the big New York paper had this to say:

"Politically *La Patrie* is now conducted on a policy of independence, although it would not need a very shrewd guesser to surmise that its owners are favorably inclined toward Sir Wilfrid Laurier and the liberal party. However this may be, it is the boast of the paper's management that in its columns both sides may always find an impartial forum for the presentation of political views. It is to this broad policy that the Messrs. Tarte attribute much of *La Patrie's* later growth of circulation and influence.

La Patrie's editorial staff is a capable one, culled from among some of the ablest newspaper men of Canada. Its managing editor, Mr. Charles Robillard, is regarded as one of the most competent journalists of the Province. Mr. J. A. Gauthier is the city editor and Mr. J. N. Chevrier co-operates with the Messrs. Tarte as business manager."

* * *

The Manitoba Free Press of Winnipeg has again shown originality and cleverness in its Christmas souvenirs. Ever since 1900 this paper has sent out at Christmastide some little souvenir, together with a book giving a very interesting story relating to the souvenir, and statistics of Western Canada.

This year the souvenir is a beaver's tooth, neatly mounted. It is one of the large incisors of the lower jaw, and with the tooth is a well written story on the beaver in Canada, its history, traditions, etc., ending up with some very valuable statistics on the development and growth of Winnipeg and Western Canada.

These annual souvenirs are not only appreciable, but are also good advertising for Western Canada.

* * *

The advertising staffs of the larger newspapers and periodicals, following the usual custom, have mailed very handsome Christmas cards to their friends this season. The card forwarded by *The Mail and Empire*, Toronto, is worthy of special notice for two reasons: First the card is unusually attractive and artistic, and second it possesses considerable advertising value.

The Mail a

TOR

Sworn Detailed Statement of ACT

	January	Feby.	March.	April.	May.	June.	July.	August.	Sept.
1	57,520	38,848	38,657	39,526	50,107	39,745	60,176	60,841	41,273
2	46,296	38,098	38,335	39.484		39,831	42,354	62,823	45,002
3		38,232	38.514	45,276	39.917	39,761	45,437	60,370	41,149
4	40.890	37,882	40,964		46.265	39,768		60,473	46,365
5	39,155	38,156	38,670	45,959	46.290	45,344	40,639	60.349	
6	38,031	57,301	44,173	39,568	39.217		40,242	65,722	62,54
7	38,200			39,380	39,445	40,359	40,123		43,544
8	38,110	38,953	39,210	39,800	45,174	39,828	40,179	40,760	41,139
9	43,311	38,030	38,612	59,097		39.765	40,143	40,627	41,145
10		38,238	38,508	46,897	40,095	39,722	45.409	45,558	41,158
11	38,426	38,156	45,072		39,625	39,780		40,557	46,301
12	37,948	38,243	46,455	39,918	39,593	45,373	40,704	40,543	
13	37,778	43,690	50,926	39,217	39,698		40,180	45,582	40,979
14	37,738			39,098	39,713	40,293	40,134		40,367
15	37,993	38,629	39,691	39,014	45,233	39,776	40,367	40,963	40,392
16	43,433	38,150	39,082	39,172		39,823	40,237	40,515	40,199
17		38,302	39,474	44,891	40,122	39,873	45,641	40,573	40,270
18	38,543	39,308	39,296		39,605	39,815		40,578	45,421
19	37,954	38,204	39,700	39,730	39,714	45,393	40,643	40,472	
20	38,050	43,672	56,014	39,111	40,030		40,264	45,549	40,664
21	37,982			39,372	40,410	40,355	40,291		40.167
22	37,851	38,725	42,179	39,222	45,711	39,961	40,203	41,147	40,181
23	42,993	38,093	39,750	47,296		39,864	40,458	40,464	40,253
24		38.228	39,747	51,933	60,965	40,095	45,457	40,404	40,185
25	38,308	38,119	43,434		42,804	40,170		40,740	45,394
26	37,816	38,950	39,618	39,606	39,751	45,333	40,827	40,715	
27	37,895	44,096	45,347	39,099	39,626		40,309	45,977	40,728
28	37,850			39,076	39,677	40,508	40,431		40,252
29	37,988		39,974	39,137	45,205	40,110	40.513	41,577	40,205
30	43,306		39,509	39.381		40,309	40.469	41,131	40.205
31			39,668		40,137		45.861		
Total	1,041,365	956,303	1,120,579	1,089,260	1,104,129	1,060,954	1,137,691	1,105,010	1,105,478

Actual Net Daily Average, 41,423. In Toronto, 20,234. In On

KNOW WHERE as

Advertisers should accept no less clear, positive, and voluntarily furnishes.

This is a Sworn Statement of Actual Net Circulation an

You have a right to know. Insist on knowing but do "Sworn Statement" but with no affidavit attached, and remem

nd Empire

NTO

JAL NET CIRCULATION for 1909

ct.	Nov.	Dec.
,190	39,650	40,124
,260	38,834	39,389
	38,981	39,560
,439	39,033	44,503
,011	38,811	
5,102	44,108	39,981
,876		39,546
,485	39,570	39,461
,811	39,147	39,448
	39,379	39,552
,029	39,399	44,612
,820	39,400	
,853	44,110	40,287
,838		39,450
,598	39,883	39,702
,962	39,452	39,742
	43,088	39,473
,997	39,629	44,569
,489	39,533	
,324	44,237	39,953
,420		39,411
,281	39,961	39,485
,388	39,277	39,699
	39,387	39,882
,313	39,120	64,145
,049	39,260	
,365	44,249	42,411
,421		39,524
,142	40,051	39,674
,069	39,431	39,713
		39,698
,532	1,046,971	1,112,999

OFFICIAL DECLARATION

DOMINION OF CANADA
City of Toronto
To Wit:

I, WILLIAM JAMES DARBY, of the City of Toronto, in the County of York, Circulation Manager of "THE DAILY MAIL AND EMPIRE" newspaper, do solemnly declare:—

That the Actual Net Average number of copies of "THE DAILY MAIL AND EMPIRE" circulated during the year 1909 was Forty-one Thousand, Four Hundred and Twenty-three (41,423). Distributed as follows:—

ONTARIO	TORONTO City	20,234	39,639
	ONTARIO, outside of City ..	19,405	
OUTSIDE OF ONTARIO			1,784

And I make this solemn declaration, conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act, 1893.

Declared before me, at Toronto, this 3rd day of January. 1910.

J. B. CLARKE,

Notary Public in and for the
Province of Ontario.

W. J. DARBY,
Circulation Manager.

rio, Outside of Toronto, 19,405. Outside of Province, 1784.

/ell as HOW MANY

proved statement than this which THE MAIL AND EMPIRE

a Sworn Statement of its Distribution.
accept "Approximations," "Claims," or statements labelled
Press Run is NOT Actual Net Circulation.

The Mail and Empire's large ad in the centre of this issue is also worthy of special notice. It leaves no advertiser in doubt as to the volume of circulation and the extent of territory it covers when buying space in the big Conservative daily. The Mail and Empire's circulation statement is concisely rendered in detail and so designed as to inspire confidence in newspaper publicity.

* * *

A New Magazine.

Plans are now fully under way for the first issue of *The Canadian Century*, a weekly illustrated magazine of twenty-four pages and color cover, which will appear under date of January 8th. It is proposed to make *The Canadian Century* high-class throughout. It will consist of fiction by the best known writers, a strong editorial page with a definite policy, a department of Ottawa comment, a sporting department edited by Mr. C. F. Lane, one of the best known sporting writers in Canada, a musical department edited by Dr. H. C. Perrin, a department of book review and articles by well known public men.

◆

THE ADVERTISING VALUE OF SENTIMENT.

Every person who buys goods for his or her personal use, or for the use of some one in whom they are interested, is influenced by sentiment.

That is, the influence cannot be reduced to a dollarand-cent basis.

Half the value of an article may be sentimental. A personal preference.

The "straight-from-the-shoulder" kind of advertising talk is all right for the selling of bonds or goods to dealers, but there is a nice, quiet influence—sentiment—which can be exerted by the writer who can convey something more than sledge-hammer facts.

It's a mighty delicate force, somewhat difficult to explain and not easy to secure, but it will sell goods at a profit and leave the buyer thoroughly satisfied.

It makes something more than merchandise out of the goods described.

It pictures them as a means to an end. An influence thrown in which frequently is of greater importance than the intrinsic value of the goods.

The writer, who can most vividly picture the little personal features of goods, their beauty, the good standing which will be produced by their possessor, their exclusiveness, their distinction from common wares, has learned a lesson that has business value. Telling how long an article will last, how strong it is and how well it is put together, is all right, but all these are points of a material nature. While giving attention to this side, don't overlook the personal side—the pride side—sentiment.

WHAT CROWN PERFUMES LEARNED BY STOPPING ADVERTISING.

A Well Known London Firm Suffer Severe Setback After Quitting Newspaper Advertising on this Continent—Now Rehabilitated by Aggressive Advertising in the Larger Cities—A New Perfume Argument. From "Printer's Ink."

There is one method of finding out in a conclusive and final way whether or not "advertising pays." That is, to stop it.

This method is so much like eating strychnine to see if it kills, however, that the advertisers who experiment in this way are few and far between. Those who do, and recover to tell the tale (after taking liberally of antidotes) have some interesting experiences to tell.

The story of one such advertiser properly begins in the middle in the year 1900. The promoters of the Crown Perfumery Company of London were the forefront of a business which had been reaching new high-water marks each year. From all over the world orders for Crown perfumeries were inundating the company's desks; from Australia, from Canada, from England and her colonies; and from America, they had been coming in increasing volume for many years. The manufacturers knew that the products were as good as a strict business conscience and advanced skill in making could render them.

A look at their books showed them that the American distribution was almost perfect, with 15,000 dealers handling the line. More than this, each of these dealers knew that the perfumeries were in constant use by the most discriminating people. The Crown Smelling Salts, for example, was quite the proper variety for mother's, or grandmother's or milady's use. They had for many years been reviving and invigorating a consuming public upon which the sun never set. So

A LITTLE SHAVER

the thought naturally enough occurred to the managers: "With our products so firmly entrenched, why should we continue to spend the $35,000 a year which the company has been spending so many years in America? Our goods can easily furnish their own advertising, and save us this needless $35,000."

So slight appropriation was made for the next year's advertising in this country. For a while orders showed no falling off. Then something happened; there was a decline of that magic demand which was thought would keep on forever. The dealers reported a mysterious slackening. Their orders grew smaller and smaller, and at last reached a point which marked pretty accurately just where Crown products would stand if their own inherent worth alone were relied upon to find a market.

In 1908 Charles E. Thompson, the son of the founder, William S. Thompson, was in control of the business. He came to the conclusion that Crown goods should be reinstated in their old place in the United States. For this purpose he cast about for the right manager and chose Miss M. F. Sanders, a young woman who had been for several years the secretary of his father, and who knew thoroughly the merchandising methods the elder Thompson had adopted in creating the former big demand. She was accordingly summoned to the home office in London, where she was kept for a time studying the manufacturing processes in the firm's laboratories. She was then sent to this country and entrusted with the responsible task of rehabilitating the American trade.

Miss Sanders took up the work, actuated with enthusiasm for the products' worth. She had known that since 1872, when the Crown Company was started, the elder Thompson had been an unswerving advocate of advertising and had spent regularly about $35,000 a year, mostly in the newspapers.

Miss Sanders lost no time. She placed the Crown Perfumery account in the hands of Ballard & Alvord, advertising agents, and with them mapped out future advertising. Thirty-five line space was used in the New York *Evening Telegram, Evening World* and *Times*. The New York papers now carrying the advertisement are the *Evening World*, the *Evening Sun* and the *Times*. Other newspapers used are the Boston *Herald* and the *Transcript*, the Chicago *News*, the *Tribune* and the *American*, the Washington *Star*, the San Francisco *Chronicle* and the New Orleans *Picayune*

He Won't be Happy Till He Gets It.

and *Item*. After the first of the year the campaign will be extended to some other cities.

The following magazines are also used: the Butterick trio, the *Woman's Home Companion*, *Vogue* and *Dress*.

A variety of copy is put out, but it all bears at the top the trade-marked Crown and an underscored line: "The Crown Has It." The trade-mark and the crown are expected to give unity to the whole campaign and to make Crown advertising instantly recognizable, whether in newspapers or magazines.

Salesmen cover the territory with advance proofs of the advertising to appear in any one section, impressing the dealers with the certainty that their sales efforts will be cordially assisted by the company's publicity. The increase of business is decided and continuous now.

An interesting feature that should not be overlooked is the part the booklet, "The Fashion Book of Perfumes," plays. This clever piece of business literature carries the insinuating suggestion that every person should select perfumes suited to himself or herself alone. Don't the social leaders of England make it a point to have their perfume as subtly suggestive of their own individuality as the clothes they wear? They certainly do! Can there be a more delicate means of conveying a sense of personal nicety than, say, Crown Crab-apple Blossoms Perfumery? Certainly not! In the copy, likewise, this adroit appeal is made.

◆

Some men are just like gas meters—they just can't help lying.

* * *

A kind friend sends us the information that the three sweetest words in the English language are "Inclosed find check."

* * *

Show me a man who can find a fault in everything that ever was done and I'll show you a man who has never done anything himself.

* * *

An exaggerated statement in an advertisement is like a spot of mud on a new suit—it spoils what otherwise might be a splendid effect.

* * *

The Italian chamber of commerce has inaugurated a movement to boost Italian wines. They don't need any boosting with us. A pony of fine Marsala is worth a bucketful of Chateau La Fizz.

Ottawa—
The Capital City and its One Indispensable Medium

Ottawa is distinctly a "two-paper" city for an advertising campaign that has got to be profitable.

With any one paper, the territory is less than half covered.

The field is too evenly divided among three papers to enable any one to give a satisfactory service alone. The most profitable campaign is with two papers—providing the right two are chosen.

The Free Press in every case should be one.

For two of the Ottawa papers of the same politics cover one section of the field twice over to a large extent, the one with its morning and the other with its evening edition. The advertiser has to pay two prices for this duplicate circulation.

THE OTTAWA

Then there is the Free Press—opposite in politics to both the others—strong in its field, trusted by its readers and respected by the whole public.

Its territory is exclusive, for its enterprise in news-gathering and its sane and vigorous editorial policy keep out trespassers.

It is with the FREE PRESS and one of the others that the widest publicity can be gained at the lowest cost in the Capital City and surrounding country.

And the Ottawa field cannot be covered by the newspapers of other cities. The distance, and the loyalty of the people to their home newspapers, account for the meagre circulations of outside dailies in this field.

On page opposite, read the record of growth of the Free Press and the testimony of the local advertisers as indicated by the fact that they place more business in it than in either of its competitors.

From Third To First Place In the Last 3 Years

The success of the Free Press is best known in its home city. The merchants of Ottawa have been first to recognize the remarkable change in the Ottawa situation.

Local advertisers are largely "two paper" advertisers—in the FREE PRESS and one of the others. The FREE PRESS is the only paper carrying the daily announcements of the five largest advertisers in Ottawa

At home the Free Press is regarded as the one indispensable medium.

For three successive years—1907, 1908 and 1909—the Free Press has carried *more advertising* (exclusive of Wants) than any other Ottawa paper.

FREE PRESS

In McKim's directories of 1907 and 1909 are publishers' sworn statements of circulation from all Ottawa dailies.

The combined circulation increase of the *Journal* and the *Citizen* as given in the directory of 1909, over the directory of 1907, is twelve copies per day.

The FREE PRESS has not only held its competitors stationary, but has made a satisfactory increase itself during that time. Here are the figures since coming under its present management in December, 1905 :—

Net Daily Average, Nov., 1905 (only figures available for that year)	5,442
Net Daily Average, Nov., 1909	8,270
Net Daily Increase, Nov. '09 over Nov. '05	**2,828**

And at the same time, the Free Press subscription lists have been cleared of arrears. Quality has been raised while quantity has increased.

If you are interested in the Ottawa field, write the publishers, Ottawa Free Press Limited, or any advertising agency.

The trained ad writer knows his business as well as an engineer knows his engine. When he looks upon a defective ad his watchful eye locates the defects immediately. He knows whether it is the proper placing of rules or type that is lacking. He also notes the advertisement that fails to bring out the good points of the product.

⁂

An ad should always be effective to win; departments should be arranged and displayed as to the winning cards by themselves. Make the whole ad speak for itself with an attractiveness. An advertising man is on the high road to success when he has learned how to make two inches, single-column, stand out from the surrounding surface like a rose in a weed patch.

⁂

Attractive advertising is the keynote to success. The real ad writer has a natural aversion and horror of an imperfect ad. He is a slave only to his ambition to excel. While he accomplishes a great deal in a day, it is no strain on him, for he is master of his work, knowing that a well executed advertisement is a real zeal and advancement of the company's business. The tendency of writing only one kind of an ad, and that without any attractiveness, I think is a bad proposition to any merchant's trade. It is like an unkempt lawn or a dilapidated building, not well to look upon, for they do not have an alluring appearance.

⁂

In order to be an optimist, a man doesn't need to wear a vacuous smile all the time.

Solving the Selling Problem

To the Seller of Goods Used by Women and In or Around Homes.

If you would solve your selling problem profit by the experience of hundreds of the largest Canadian and United States manufacturers.

They Have Found by Experience

THAT Advertisements placed in women's publications bring the best results.

THAT for their purpose 10 women readers are worth 20 of any other class of readers.

Have You Ever Noticed?

THAT the publications with the largest circulations are women's magazines.

THAT the highest price paid for advertising space is in women's magazines. Your own reasoning power will tell you that high prices for space are only paid when a medium is bringing results. That is why women's magazines show larger increase in advertising space than any other class of publications. The one word that solves the problem is

Concentration

When you have goods to sell to a certain class, advertise in publications that are read by the class that are prospective purchasers.

When planning your advertising for the coming season, spend a part of your appropriation in THE HOME JOURNAL. It is published exclusively for Canadian women and homes. Hundreds of the leading Canadian and United States advertisers are using space in THE HOME JOURNAL and are obtaining satisfactory results, why not you?

Send copy for February issue by Jan. 17, and for our big spring number not later than Feb. 15. Remember the closing dates, but if you want a special position reserve it AT ONCE.

William G. Rook, Advertising Manager

THE HOME JOURNAL

59-61 John Street - - - Toronto, Canada

A CALM, COOL COMPARISON

The growing popularity of the advertising columns of the **Canadian Courier** is clearly shown by the following comparison of the number of columns carried in Dec. 1908 and Dec. 1909.

December, 1908		December, 1909	
Dec. 5th......	22 columns	Dec. 4th......	42 columns
Dec. 12th......	42 columns	Dec. 11th......	58 columns
Dec. 19th......	30 columns	Dec. 18th......	47 columns
Dec. 26th	32 columns	Dec. 25th	41 columns
	126 columns		188 columns

Increase 62 cols. or 50 per cent.

J. P. PATTERSON, Advertising Manager

Canadian Courier - Toronto

Why Not Tap Cobalt?—

The richest and most famous Mining Camp in the World—by advertising in

THE
DAILY NUGGET

The *Nugget* is the only daily paper in the Cobalt District, and has *a guaranteed circulation* of 10,000. Ninety per cent. of our readers are good earners and liberal buyers.

Rates and full information on request.

Alberta is now reaping the benefit of the greatest crop in its history. It has more money per head to spend in the next year than any Province in Canada.

THE CALGARY DAILY HERALD

is recognized as the leading newspaper between Winnipeg and the Coast. Advertising in it will pay. You can get full particulars and rates direct from the office or from any authorized advertising agency.

You can Stimulate the Buying of Your Goods in Ottawa by Using

THE EVENING CITIZEN

Co-operate with the Ottawa stores—your customers—by advertising in the paper they use—"The Evening Citizen."

Make it easier for your dealer to sell your goods in Ottawa by in advance influencing Ottawans to make up their minds in favor of your article.

You can cover Ottawa at one cost if you use "The Evening Citizen"—because

"In Ottawa nearly everybody reads The Evening Citizen."

Net Paid Average for December :
13,700 COPIES A DAY.
A Copy for Nearly Every Home in Ottawa.

Toronto Office :
F. W. CRABBE
Manager Foreign Advertising
19 Duncan :

SOUTHAM LIMITED
Publishers

"One paper in the home is worth a million on the highway."

—Marshall Field.

The News is Toronto's acknowledged home paper.

The Times

HAMILTON

Has subscribers in nearly every city and town in Ontario and the Northwest.

Bright and Up-to-Date

Goes into the Homes

If you want **PUBLICITY** advertise in the

HAMILTON TIMES

Advertising is the life of trade and the TIMES is the medium by which success is obtained.

Daily and Semi-Weekly. One of the largest printing establishments in Canada.

How about **Your Printing?**

Established A. D. 1872

THE QUEBEC DAILY TELEGRAPH

A PAPER THAT HAS STEADILY FORGED AHEAD FOR **37** YEARS

Completely destroyed by fire Feb. 22, 1907, and again on Nov. 28, 1907, without losing an issue on either occasion.

Entirely Occupied By The Telegraph

New Building Costing $100,000

22,000 feet of floor space — 21 Electric Motors

Complete New Plant

The Class of People

who read "Saturday Night" can afford to peruse it leisurely—an important point for the advertiser to consider—every page is read and well digested by each member of the household.

The paper that interests the entire family is the most valuable advertising medium.

"Saturday Night" is the home paper, and its readers are protected from unpleasant advertisements.

Saturday Night, Limited, SATURDAY NIGHT BLDG., - TORONTO

The National Medium

The Canadian Magazine still retains its well earned position as the "Premier" of all class and periodical publications issued in the Dominion. Judged from a literary standpoint it is "The Leader" among Canadian magazines and easily rivals the best big magazines of both England and the United States. Shrewd advertisers realize that the *main issue* in buying space is determined by the circulation of a publication and the "class" of its readers.

The circulation of *The Canadian Magazine is* national—its readers *are* the best buyers in Canada.

The Canadian Magazine
TORONTO

Sworn Circulation

That's **the main issue** when it comes to buying space. Consider what it means to you, as an advertiser, in actual dollars and cents.

THE

Halifax Herald

AND

The Evening Mail

are **the only papers** in Eastern Canada that regularly furnish advertisers with **sworn details of circulation** and have **the same flat rate** for the same services to everyone.

Circulation exceeds 18,000, an increase of over 3,000 during 1909.

Write for particulars or ask any recognized advertising agency.

WM. DENNIS
HALIFAX, CANADA

HERE

is a well known 44 year old fact.

THE

FARMER'S ADVOCATE

AND HOME MAGAZINE

(ESTABLISHED 1866)

is the leading authority in Canada on all Agricultural subjects.

Its circulation is among the best farmers in Canada, and is not equalled by any other agricultural publication.

Send for sample copy and advertising rate card.

ADDRESS:

The WILLIAM WELD CO.,
Limited
LONDON, - CANADA

The Witness

$3.00 PER YEAR **Montreal, Quebec** FOR TRIAL SIX WEEKS, 25c.

Six Eventful Months

The past six months have been full of experiences for the "Witness." At that time it was decided to **Reorganize The "Witness"** throughout in every department, particularly the business-getting end of the paper.

The "Witness" Enlarged

To that end the Daily and Weekly Editions were enlarged to **almost double** their former capacity. This meant an increase of workers in the various departments and the services of the best men were engaged.

$10,000 Circulation Campaign

This, the largest circulation campaign and one involving a larger outlay than any heretofore attempted in Canada, was next inaugurated and has been running for the past three months. The premiums offered were sufficiently great to draw the best class of people into competition.

The Circulation

as a result has gone up by leaps and bounds. Thousands upon thousands of people who never before read the "Witness" are now regular subscribers. This big campaign will be followed up by other well-matured features, all tending to popularize the "Daily" and "Weekly Witness."

The Year 1910

with new presses, new machinery, new type, enlarged size of paper, the aggressive and energetic management of the "Witness" propose making the coming year the greatest in the history of a great paper. Subscribe now.

Publishers : JOHN DOUGALL & SONS, MONTREAL.

WE LEAD: TEST US

THE SUN
(2c. Morning)
THE STAR
(1c. Evening)
THE NEWS
(Weekly)

14,000
Daily
90,000
Weekly

The largest and best circulation in New Brunswick

The record of the past year against increased competition :—

Circulation increased by 20 per cent.
Advertising increased by 25 per cent.
Rates increased by 10 per cent.

and the growth is continuing.

Advertising rates for 1910, in effect Jan. 1st ; Minimum on 5000 lines :

The Sun	The Star	Sun and Star	News
¾c. agate	1½c.	3c.	1c.

Sun Printing Co., - St. John, N.B.

The Catholic Record

Published Weekly **LONDON, ONT.** **Subscription $2.00**

The Catholic Record has a Sworn Circulation of 21,700 going into the best Catholic homes in every province in the Dominion. The Catholic Record circulation reference booklet tells just where these 21,700 copies go—province by province—postoffice by postoffice. The circulation by province totals thus:

Ontario	11,600	Nova Scotia	2,532
Quebec	890	P. E. I.	1,275
New Brunswick	1,316	N. W. Provinces	2,516

Newfoundland and Foreign....1,579.

Wouldn't a circulation of this high class—distributed in this way—sworn and guaranteed suit your proposition?

Write for Circulation Reference, Booklets and Rates

THOMAS COFFEY, Proprietor and Publisher

Canadian Collier's Household Numbers

DURING the past year the last issue of each month has been a Fiction Number, carrying, usually, three exceptionally strong stories illustrated in color. These issues have been of special value to those advertisers whose products appeal to the whole household.

But for 1910 they will be of still greater value, for in addition to the Fiction features there are to be several pages devoted entirely to women and their interests, to which women of the highest prominence have been invited to contribute.

Instead of Fiction Numbers, these issues will be known as Household Numbers, and as the January 29th is the pivotal issue, when the new department will be added, that will be known as the February Fiction-Household Number.

Advertisers of foodstuffs and all articles of household use should include these issues in their schedule for the year.

Advertising Forms close Jan. 15th.

E. C. PATTERSON
Advertising Manager
NEW YORK CHICAGO BOSTON TORONTO
A. H. BLIGHT
Canadian Advertising Manager
47-51 King St. West, TORONTO

THE OPEN DOOR TO CENTRAL ALBERTA HOMES

NOVEMBER
CIRCULATION
3,380 COPIES
DAILY

THE WANT
AD. MEDIUM
OF EDMONTON

At the
top in service
to advertisers
and its audience

DISPLAY RATE 1 1-2 CENTS
Per Agate Line, Flat

Position, when available, 25 per cent, extra

THE EDMONTON JOURNAL
Morning Evening Weekly
M. R. Jennings, Editor and Man., Dir., Edmonton, Alba.

Your business success for 1910 depends on the results of your advertising.

The success of your advertising depends on the mediums used.

"The London Advertiser"

—the old home paper has been used successfully by many advertisers for years. It covers thoroughly, every town, village and community in Western Ontario.

Why not guarantee yourself great results for 1910 by using space in our medium?

Write us for rates and information.

THE LONDON ADVERTISER CO., Limited

SAMPLES & QUOTATIONS
ON APPLICATION.

YE
LEGG BROS. ENG. CO
DESIGNERS · ENGRAVERS

WOULD LIKE TO CONVINCE YOU OF THEIR SUPERIORITY IN REPRODUCING WARES IN A NATURAL AND ARTISTIC MANNER.

THIS CAN BE CONVINCINGLY DONE BY A PERSONAL DEMONSTRATION -- SO THAT WE SOLICIT A TRIAL ON YOUR NEXT ENGRAVING ORDER

PRICES RIGHT, QUICK SERVICE

THE HOUSE OF DESIGN DISTINCTION & ENGRAVING EXCELLANCE
5 JORDAN ST TORONTO, CANADA.

BEST BY TEST

The Sintz-Wallin Company
Engineers, Founders and Machinists
Grand Rapids, Mich., U.S.A.

Dec. 13, 1909.

Rod and Gun Magazine,
Toronto, Canada.

Gentlemen,—We have your favor of Dec. 2nd, enclosing advertising contract for the coming season, and we are enclosing you herewith contract duly signed.

As we stated before in our last letter, we are cutting down our advertising to the lowest possible notch, as we are at present contracted for 75 per cent. of our 1910 output, and are not soliciting the marine trade as strenuously as we have done in the past.

However, we have always looked upon our Canadian trade as the cream of our business, and for that reason are willing to continue with your publication, which is without doubt the very best in your territory.

Yours very truly,

SINTZ-WALLIN CO.
WM. C. WALLIN, Vice-Pres.

ADDRESS

ROD AND GUN IN CANADA

5 King Street West
TORONTO
W. J. TAYLOR, Publisher

"The Toronto World"

(DAILY AND SUNDAY)

Has a Quarter Million Readers EVERY DAY
IN THE YEAR.

BRIGHTEST NEWSPAPER — BEST ADVERTISING MEDIUM
GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

The Globe

A RECORD MONTH
IN
A RECORD YEAR

During the past year, THE GLOBE has made strides in every department of its business. Public appreciation of a fair and fearless newspaper has never been shown in a more remarkable manner. Its circulation is over 4,000 a day greater than in December, 1908—55,000 at present—and

IN ADVERTISING

the record for 1909 is the best in THE GLOBE'S history of sixty-five years, the month of December being the biggest month in the year. The figures prove that where Quality and Quantity of circulation are combined in such a remarkable degree as in THE GLOBE, the highest results are secured to the advertisers. Here is

THE RECORD

	1908, Columns.	1909, Columns.	Increase Columns.
January	1,081	1,175	94
February	1,180	1,199	19
March	1,091	1,284	193
April	1,104	1,331	227
May	1,105	1,405	300
June	1,209	1,428	219
July	1,042	1,323	281
August	1,047	1,215	168
September	1,104	1,372	268
October	1,213	1,428	215
November	1,185	1,520	335
December	1,269	1,537	268
	13,630	16,217	2,587

Toronto, January 1st, 1910.

FEBRUARY, 1910

Economic Advertising

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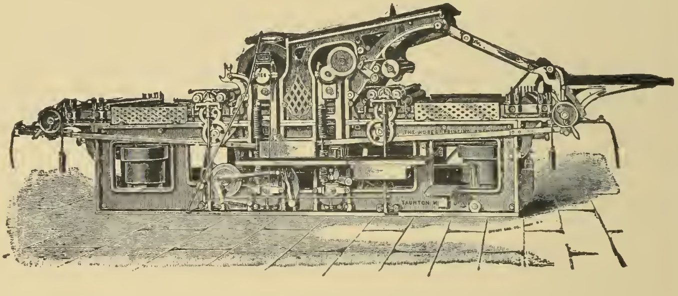
WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

GREAT BARGAIN!

HUBER

FLAT BED PERFECTING PRESS



Printing Both Sides of a Sheet $33\frac{1}{2}$ x 51 inches.

Press has Table Distribution and air Cylinders and is in First-Class Running Order.

NOW IN MONTREAL.

FOR SALE CHEAP

For further particulars inquire of

R. HOE & CO.

504=520 Grand Street New York, N.Y., U.S.A.

160 St. James St.,
Montreal, Can.

143 Dearborn St.,
Chicago, Ill.

7 Water Street
Boston, Mass.

8 Rue de Chateaudun.
Paris, France,

Borough Road,
London S.E., Eng,

WOODS-NORRIS SERVICE

Has **your** advertising any news value?

Does it **clearly** reveal the perfections of your product?

Are **you positively certain** that it could not be made a better investment?

If you can answer these questions emphatically in the affirmative you know what Woods-Norris Service is.

But—you may not. You may be **the one man** we're looking for.

If **you** want different, better, more interesting advertising,

YOU ARE THE MAN.

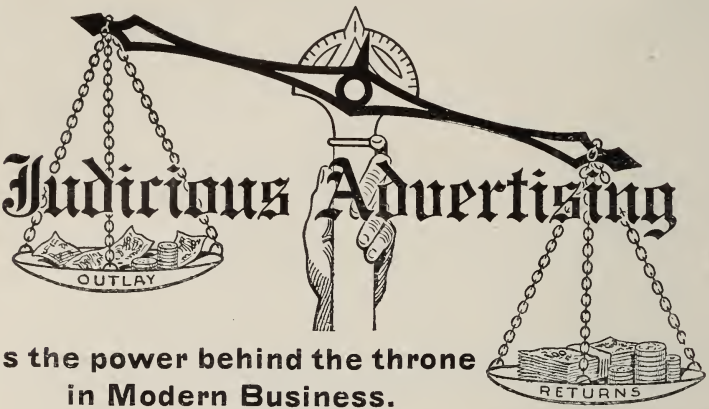
The advertising we produce hits hard. It isn't puny. It is always definite. It hammers home the truth.

The Woods-Norris Service **is personal, profitable**—no mere clerical or mechanical work. And—more than a few of the biggest national advertisers will tell you that our service always pays. We'll mail you their names. You can write to them for particulars. Then

JUDGE FOR YOURSELF!

WOODS-NORRIS LTD.,

MAIL BUILDING, TORONTO



Judicious Advertising

is the power behind the throne in Modern Business.

By judicious advertising we mean the handling of a client's appropriation so as to secure the very best returns for the outlay, accomplished by the following means:

1. Using the best mediums for advertising our client's particular line of goods.
2. Displaying this advertising in an artistic manner so as to catch the eye of the reading public.
3. Securing the very Best Rates along with a Good Position in each medium used.

We are prepared to take full charge of your advertising--write your ads, do the composition, make the necessary plates and place the advertising in as many papers as required.

ASK FOR QUOTATIONS.

THE CENTRAL PRESS AGENCY, LTD.
70-76 PEARL ST., TORONTO.
F. DIVER - - - - - - - MANAGER.

The Witness

Montreal

IN SIX MONTHS	has reorganized and revitalized all its departments

Augmented its editorial and reportorial staffs by the most experienced men to be procured.

Placed its Advertising Department under an Advertising Manager with 25 years' experience in Canadian advertising.

Has almost doubled the size of the DAILY and WEEKLY WITNESS,

Has recovered from the effects of the recent disastrous fire which destroyed the Witness Building and plant.

Has expended upwards of $15,000.00 in exploiting circulation.

Has installed absolutely new modern presses, type, and equipment.

Has increased the circulation of the DAILY and WEEKLY issues by thousands.

Has increased its advertising space used by over 50 per cent.

The WITNESS is now, typographically, the best published paper in Canada.

These things mean much to the Advertiser. To ensure the best returns, a good share of his 1910 appropriation should be spent in

THE "WITNESS"

LE POLE IRRESISTIBLE DES ACHETEURS CANADIENS
MONTREAL
LA PRESSE
CIRCULATION
100.000
CAN
CANADA'S GREAT TRADE MAGNET

The greatest mistake in advertising is to adopt the "penny wise pound foolish" policy of using papers of small or doubtful circulation because their rates *appear* to be lower.

The *necessary* medium in any campaign is the paper that covers its territory most completely, reaching the greatest possible number of buyers, and in the vast majority of cases the cost of space in such a paper, in relation to circulation and consequent results, is lower than in other mediums.

In the French Canadian field—Montreal and Quebec Province—La Presse is the *necessary* medium, and any advertiser who will take a copy of the rate card and figure out the cost of space per line, per thousand of circulation, will find before him the strongest possible argument why he should use La Presse.

If you have not a copy of our rate card at hand, we shall be very glad to send you one, and to have you figure this out for your own satisfaction. Rate card, sample copies of the daily and weekly editions of La Presse, together with all particulars of distribution, etc., will be sent promptly on application to the Advertising Manager,

LA PRESSE

MONTREAL, CANADA

"Largest and Strongest in Canada without exception."

A Monthly Magazine published in the interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, February, 1910. No. 2.

Straight Talks

THE FUNDAMENTAL ESSENTIAL.

HERBERT SPENCER, in his interesting and illuminating work entitled FIRST PRINCIPLES, emphasizes a truism that the majority of mankind deliberately overlooks, a large minority failing to notice it at all. He points out that extreme modernists invariably fail to note the germ of truth wrapped up in the doctrines of the dawn. Some scientists, according to Spencer, are as illogical as conservative thinkers who utterly ignore the revelations of to-day for no other reason than that they are new. Each school sincerely, although irrationally, believes the other to be fundamentally wrong while both are *fundamentally* right.

It would have been strange indeed if the business of advertising had not been split up into two opposing factions. A class of advertisers believe sincerely in general publicity while another class has renounced that creed, believing firmly in selling argument—or reason-why copy. A majority of each school believes the other utterly wrong and inconsistent, while as a matter of fact both are fundamentally right. If therefore, we can reveal *the kernel of truth* in both—if we can get down to the first principles of advertising, showing where and how general publicity supplements selling argument and where and how selling argument supplements general publicity, perhaps the adherents of both schools will view each other through kindlier eyes.

* * *

GENERAL PUBLICITY.

Advertisers and experts endorsing general publicity are a plenty. They argue that this is a good old world and, having inherited a serene faith in the dignity of business, believe that a lasting business institution must be conducted conservatively and in a dignified way. The advocates of conservatism buy considerable white space, believing that the mere mention of their product over their names will create the buying impulse. There's a big flour company whose ads may be cited as fair samples of general publicity. The reader will remember page after page of this company's advertising appearing in the popular magazines. The cryptical remark: "Eventually—why not now" is familiar to all ad readers. Now to argue that these page ads do not make an impression on the women of the country would be nonsensical. Experienced advertising men know that the exact opposite is the case. This general publicity has created the buying impulse —is doing so now. Intelligent housewives, who have been disappointed in one or more brands of flour, reason the matter out for themselves. They know what flour should do—they know its selling points better perhaps than some flour salesmen and they supply the selling argument themselves. The subtle suggestion does its work—why or how her ladyship does not exactly know. But—she buys this flour. When general publicity accomplishes this much it may be reasonably termed successful advertising.

* * *

REASON-WHY COPY.

There are numbers of reason-why advocates who will not admit the conclusions arrived at in the preceding paragraph. They remind us somewhat of Lloyd George's attitude towards the House of Lords. The budget is a brilliant, reason-why document charged with human interest; but some of its propositions are so radical that even a sanely-democratic government would be compelled to reject it almost in toto. Radical moves are seldom good business. Lloyd George can see no good in Britain's second chamber—not because that good does not exist, but because the brainy enthusiast, who is now Chancellor, refuses to see it.

There are more than a few adherents of the reason-why school who refuse to discern the good there is in general publicity. Admit for a moment the correctness of their attitude and we would be compelled to admit that the major portion of the world's advertising constituted a "colossal hoax" engineered for the benefit of the publishers. This, of course, is not in harmony with the facts. That the selling argument will be more and more used by advertisers goes without saying. But that general publicity will be entirely eliminated in our day is very doubtful because it is the logical auxiliary of selling argument or reason-why copy. Cold reasoning only sways a minority of buyers. Hosts still accept mere claims, suggestive advertising, general publicity with an appealing atmosphere. That kind of advertising causes them to buy the products of a thousand manufacturers.

Let there be no assumption on the part of the reader that I do not discern the powerful influence of a humanly interesting selling argument. I simply contend that the world and his wife are so much influenced by general publicity that it would be hazardous to drop it out of the scheme of advertising altogether.

* * *

SOMETHING IN COMMON.

Surely there is something in common between the selling argument in advertising and what is known as general publicity. Let us get down to this fundamental principle for the purpose of harmonizing the doctrines for both advertising schools in the interests of more and better advertising.

The main aim of advertising is, not to sell goods, but to create the buying impulse. A glance at the ads reproduced in this issue portrays the ideas of both schools. The selling argument about *this* automobile is flawless, but not nearly so *interesting* as it might be. In the eyes of the ordinary laymen the talk is too technical. The picture of *that* automobile, the atmosphere of that general publicity ad is attractive and the name sticks in the memory. It would be obviously absurd to condemn either ad because either may fall short of preconceived notions or pet illusions. The selling argument appeals powerfully to the shrewd, calculating business man. The delightful country scenery and the suggestions wrapped up in the general publicity ad appeal to many men and to most women. The objective is the same in both cases. The advertisers wish the public to remember the names of their cars. One relies solely on the ability of his selling agents plus the merits of his product. The other presents a strong selling argument—demonstrates, as far as words can, the superior qualities of his machine. Now because I personally believe in the superiority of the selling argument ad it would be unfair to dismiss the general publicity ad without noting its attractive features. Moreover, I know that lots of automobile buyers are so constituted that the general publicity ad will make an impression on them which no amount of reason-why copy would.

Incidentally it may be remarked that strong argumentative copy falls flat occasionally because the ad writer forgets the man or woman he's talking to. Remember for a moment that these ads are hurled at the buyer who lacks automobile knowledge. Your experienced motorist knows the car he wants next season—knows pretty accurately why he wants it. The potential automobile market is composed of those who have never owned a car. One's selling argument should be couched in the simplest language possible—technical points should be translated into the plain everyday language of the people.

* * *

THE KERNEL OF TRUTH.

Let us return to the fundamental essential—the kernel of truth in both classes of advertising. General publicity should alternate with reason-why copy. The amount of apparent truth that appears in some general publicity ads eclipses the amount of truth that can be dug out of some reason-why copy ads. Both ads create the buying impulse in some members of the community. Their objective is the same. What's the conclusion?

* * *

EDUCATIONAL COPY.

If it can be clearly demonstrated that general publicity has no educational value, then that sort of advertising should be abandoned. But that point has not been clearly demonstrated. The opposite is fairly evident. General publicity is educational in itself. It illuminates—can certainly be made to illuminate otherwise heavy reason-why copy. A fusion of the two methods is desirable, and, in my opinion, would add to the success of advertising. To abandon any phase of advertising because of its evident defects is irrational. The defects should be abandoned. Its market creating force should be utilized.

* * *

THE INFLUENCE OF U. S. ADVERTISING.

A good deal has been written about the influence of American periodical literature in Canada. The influence of American advertising in that same literature is not appreciated at par value. Persistent and aggressive advertisers laugh at tariff walls. Valuable as the influence of U. S. advertising may be in U. S. literature circulating in Canada, yet big advertisers south of the line do not fail to use our mediums. Canadian insurance companies are remarkably silent in view of the activity of U. S. concerns through distinctly Canadian media. American financial institutions are following the lead of their insurance companies. The manufacturer south of the border goes after business as if he intended to get it, and he is right. As far as I can judge, no Canadian manufacturer is warranted in believing that he has his portion of our domestic market nailed down for all time. There's this much about aggressive and persistent advertising. It makes the determined assaults of foreign competitors at least unlikely. Nail your flag to the mast and keep it flying.

* * *

ORIGINALITY.

Some months ago an editorial appeared in ECONOMIC ADVERTISING under this caption. A few copy writers besieged us with loud laments because we deduced that absolute originality was something akin to the miraculous. And miracles do not happen. Now that Erman J. Ridgway, the man at the head of the Butterick Publishing Company, endorses our views we are inclined to reply to our critics. The far-seeing Mr. Ridgway says, "There is no man in business to-day, however successful, who has not borrowed right and left from every one else who has gone before him, and who is not borrowing to-day from every possible source." And yet we have ad writers who blandly proclaim their absolute originality to an all-too-credulous world. Odd men there are who gather the thoughts of others, make them specific and standard by the refining process only brilliant intellects possess. But there is no absolute originality. The near-original men know better. Heirs to all the ages are they. And prudently they sift and test all thought, making it *peculiarly* their own. But that is only seeming. Young the world may be, but humanity is too old for any son of man to present good claims for his originality. Talk less about your *streak* of divine wisdom. Fill up your intellectual bunkers. Generate the near-original stuff from thoughts that made lesser thinkers afraid.

◆

J. Pierpont Morgan relies upon the newspaper advertising to dispose of his securities.

⁂

There is just as much sense in running one ad and then counting your profits—or loss—as there would be in digging up a potato a week after it was planted, to see how much it had grown.

GILLETT ADVERTISING.

The Company's Annual Business is Now in the Million Dollar Class, and the President Attributes Their Success Largely to Advertising.

A fair proportion of Canada's successful business men *are* successful advertisers, but there are those of that number who are inclined to minimise the influence of advertising. Just why they should do so is difficult to explain. It seems to me that when a business institution can positively attribute a big degree of its success to advertising one should be in no way diffident about admitting the fact.

Successful advertisers, who are rather timid about expressing a firm faith in the utility of advertising remind me somewhat of the Irishman's attitude towards the Imperial fleet: "Be jabers," declared this son of Erin, "I'd like to see a coalition o' the powers knock Britannia good and hard." But they couldn't do it. *We* could sink all the fleets afloat in a few hours.

Doubtless the Gillett organization would have achieved a certain measure of success without advertising just as the British Empire might continue to exist without a fleet. Were we going to live for a thousand years, as Mr. Larkin hinted in the last issue of Economic Advertising, the accumulated experiences of the ages would make us successful. But when we must make a commercial success in a quarter of a century or less, it is always safe to depend largely on the market-creating force of advertising.

The Gillett Company has advertised persistently and aggressively since its inception. We have noted the results of advertising—carefully noted the accumulating results year after year. From a modest amount invested in general publicity during the first few years of our business life our appropriation has grown to the very considerable sum of fifty thousand dollars annually. Now, when we know fairly accurately that the company's business has developed in ratio to the amount of money invested in advertising, we have no hesitancy in making the facts known. We are doing a very large business, and it is not too much to say that, without advertising, our sales would not be a fraction of what they are to-day. So certain are we of this that our appropriation is considerably over the fifty thousand dollar mark for 1910.

I'm not an advertising expert but I would like to hazard the statement that a majority of advertisers who fail to make good expect too much from their first advertising investment. The buying public never responds instantly, and never as much as we would like, during the first year or so. Some advertisers are like prospectors who scratch the surface of a rich mineral region—leaving disgustedly before reaping the benefit of their work. More persistent men come along and strike it rich.

The fitful advertiser benefits competitors far more than he benefits himself. He becomes discouraged every now and then, and the maker of a similar article reaps the spoils.

There may be something in luck—the fact that we haven't lost anything in bad debts during twenty-five years would seem to emphasize the luck theory—but we attribute our success not to luck but to systematic business methods and mainly to aggressive, peristent advertising. Our entire selling force works in harmony with our advertising department. The salesman who does not appreciate the benefit of advertising is fast disappearing, and I think it would be hard to find a Gillett man who entertains any doubt regarding the value of advertising in general. My advice to probable advertisers would be *"Don't invest a dollar in advertising unless you are prepared to keep it up!"*

WM. DOBIE.

PERSONAL NOTES.

Mr. Henry W. King has been appointed as the salaried representative in Toronto of *The Winnipeg Telegram* and *La Presse,* of Montreal. For a number of years these two papers have had a growing business throughout the Province of Ontario, which has led to their opening an office at 5 Dineen Building, 140 Yonge street, Toronto. Mr. King is the salaried representative of these two well-known papers, and will devote his entire time to looking after their interests. Mr. King is well known throughout Canada. His knowledge of the French field is also wide and thorough, and will be valuable to Ontario advertisers.

The Brantford Expositor has recently enlarged its plant, adding thereto a new Optimus job printing press, a new 12-page Goss stereotyping press, and complete stereotyping plant as well.

Additions are now being made to the plant of the *Halifax Chronicle* by R. Hoe & Company, of New York and London, which, when completed, will enable the printing of a 20-page paper at the rate of twelve thousand copies an hour, folded, pasted and counted, just as it is delivered to the reader. This improved Hoe machine will also turn out 8, 10, 12, 14, 16 or 18-page papers when desired.

Messrs. R. Hoe & Company are also at work on additional press facilities for the *Halifax Herald,* which will have a 24-page Hoe Web Perfecting Press and other improvements.

The same firm has an order for a 16-page Stereotype Newspaper Press for the *Fredericton (N.B.) Gleaner.*

HUMAN ADVERTISING.

Wm. Thompson, Manager Kalamazoo Stove Company, in an Address Before the Sphinx Club, Explains How he Finds the "Humane Chord" — From the Commercial Union.

The human element in advertising, to me, is the element pertaining to advertising most worth while studying, because we must interest the human mind in whatever we may have to advertise. Now, I can't give you a scientific discourse on the subject, nor I can't say much about psychology—most of the people who write or talk on the subject, I find, invariably lose themselves in a tangle of words.

I don't think there is any great difference between what I am trying to sell and what all kinds of advertising men are trying to sell. We are all trying to interest the people that we are endeavoring to reach. It has been the Kalamazoo Stove Company's study all the time, and always will be, to find out the human element, the human interest that we can develop in order to make a success of our advertising proposition. Whether or not we have developed this more than anybody else, I think we have done a great deal, judging by the success of the article I am selling, in the way that I am selling it.

A stove is a difficult article to sell. There is not a man in the room who would like to take down an old stove in his home and put up a new one, and drag it from the station—even if he could save a few dollars.

We have to depend all the time upon writing something, or having something written which will compel or induce interest in what we have to sell, regardless of the trouble they might have after buying it.

An Advertisement by Elbert Hubbard

Commonsense and Life Insurance

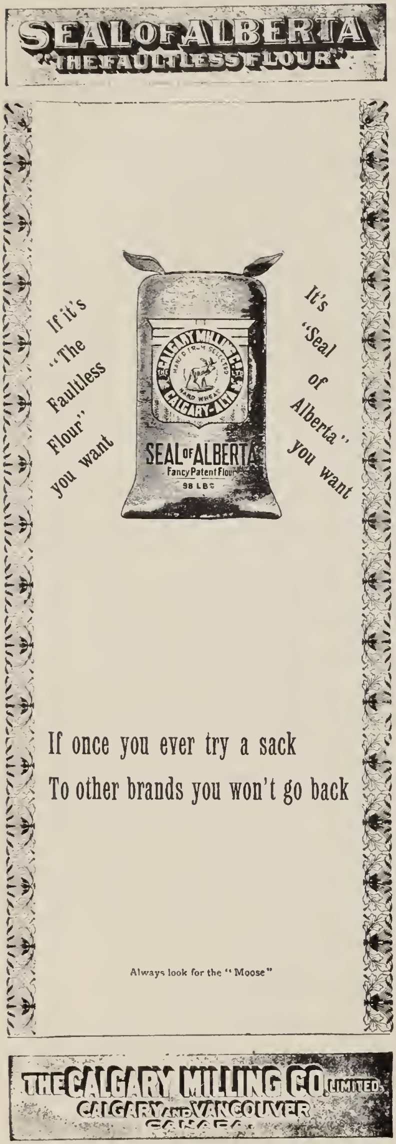
To keep young is something we all want to do. And it's mostly brought about by not thinking about it. You can't keep young if you are always dwelling on those terrible things that may happen when you're young no longer. That's why some people save. Saving is fine, excellent, provided you can find out in advance that you are going to live long enough to make the saving worth the stinting. It's a mean thing after you've done without your tobacco for a week, to hike into the sweet eternal. What's to be done about it anyhow? Easy! A life insurance policy means saving plus. No risk of falling into the long sleep with $14.75 at the bank. Not only is your life insured, but you are insured against your own inclination to shake the baby's bank, when you see a "sure thing." Insure yourself and be assured. Don't let the wife and the kiddies run the risk of having not only lack of syrup, but actually no cakes at all. It simply means that you deposit a part of your savings with an insurance company instead of a bank. The bank simply pays you back what you put in; but the insurance company may pay much more. No bank in the world is as strong as the Equitable.

THE EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES
"Strongest in the World"
The Company which pays its death claims on the day it receives them
Paul Morton, President **120 Broadway, New York City**

AGENCIES EVERYWHERE! None in your town? Then why not recommend some good man—or woman—to us, to represent us there? Great opportunities today in Life Insurance work for the Equitable

HUMAN ADVERTISING.

The most interesting development in advertising, according to my idea, has been in good salesmanship. It doesn't make any difference how much you advertise anything that you might have to sell—unless you have a good selling force behind that advertisement the advertisement is of no use to you at all. Good selling force is vital—either to use on those to whom you are selling or in the plan or policy in which you are taking care of that selling force—say in a catalogue. The way we have developed that can better be expressed in the success of the company that I have the honor to represent. In October of this year we have one of the greatest Octobers we have had in a good many years, and we sold one stove to every two and a quarter inquiries that came into our office. That result has been achieved absolutely upon the one idea of making people think absolutely all the time that they wanted to buy something from you, whether they did or not.



SEAL OF ALBERTA
"THE FAULTLESS FLOUR"

If it's "The Faultless Flour" you want

It's "Seal of Alberta" you want

If once you ever try a sack
To other brands you won't go back

Always look for the "Moose"

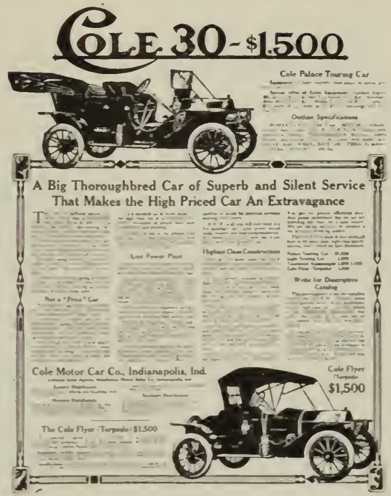
THE CALGARY MILLING CO. LIMITED.
CALGARY AND VANCOUVER
CANADA.

General Publicity.

We spend a lot of money—"blow in" a lot of money we never hear of, but the net result of my business is a success, and I can't tell where it all comes from.

There are too many advertisements written by men and not enough advertisements written by women. The woman knows where lies the human element of the thing that goes into the home, better than any man that lives. It has taken me a long time to admit that. I have written pretty near every advertisement that my company has put out, after it has been dressed up by the advertising agent.

I have given a good deal of time to the study of advertisements in New York daily papers since I came East on my last trip. I saw china advertised at a hundred and forty dollars—but it doesn't say anything about what kind of china. What do you or I know about china? There is nothing on earth I know anything about except stoves. There isn't enough descriptive matter in most of these ads to induce me to buy anything—and I came to New York with just a little bit of money to spend. I saw only one advertisement in one paper that appealed to me as a business man, as having any human element about it, and that was John Wanamaker's, because he gives you a reason why his goods ought to be bought by you. The human element in advertising is something that will interest me, or interest you in what I have to sell. We have received many interesting letters which will give you an idea of what I call the human element in advertising. We send a post-card to a purchaser after he has bought a stove from us, to learn the source of his persuasion to buy from us.



COLE 30-$1.500

Cole Palace Touring Car

Outline Specifications

A Big Thoroughbred Car of Superb and Silent Service That Makes the High Priced Car An Extravagance

Not a "Price" Car

Highest Class Construction

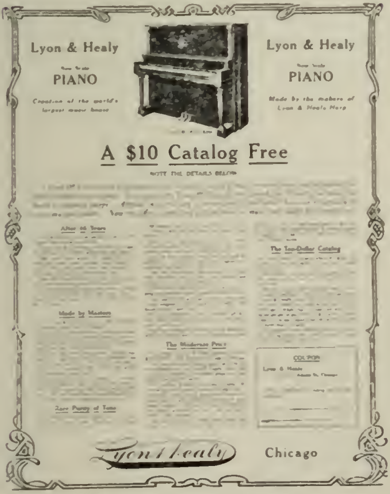
Write for Descriptive Catalog

Cole Motor Car Co., Indianapolis, Ind.

Cole Flyer (Torpedo) $1,500

The Cole Flyer (Torpedo) $1,500

REASON-WHY COPY.



Lyon & Healy PIANO

Creation of the world's largest music house

Lyon & Healy PIANO

Made by the makers of Lyon & Healy Harp

A $10 Catalog Free

The Ten-Dollar Catalog

Made by Masters

The Moderate Price

Rare Purity of Tone

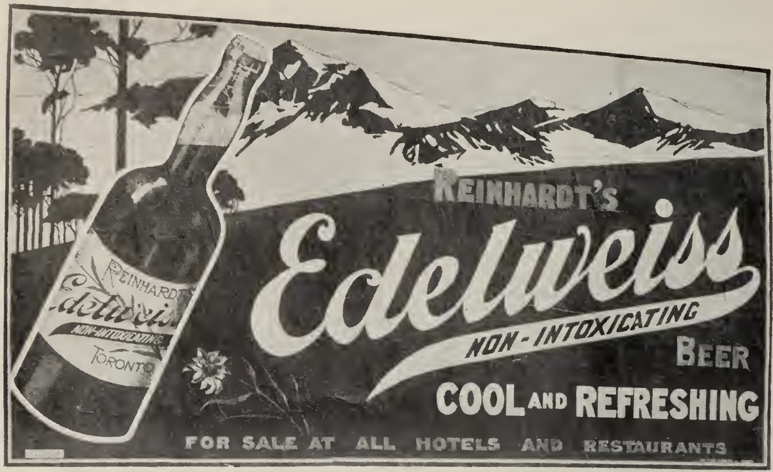
COUPON

Lyon & Healy Chicago

STRONG PIANO COPY.

One man writes: 'I am freight agent, and have seen them come for stoves—poor and rich alike—and drew my own conclusions." That is the human element, isn't it?

Another man writes from Washington: "I read your advertisement all along the Northern Pacific Railroad three years ago." Now, I've never had a billboard, or a poster, within four hundred and forty-six miles of the Northern Pacific Railroad! There is a human element in that that I cannot describe. I can't tell where he got it; I know that he remembered Kalamazoo, he



A Good Poster.

bought a stove and I got his money.

We so often shoot over the heads of people, use too much good language, and don't come down to conditions in the average home; we don't get down to the poor fellow who can't read very much. A man from Naylor, Mo., spells Kalamazoo "C-a-l-i-l-i-m-o-i-a." Now, if you don't say the right thing in your catalogue you could never sell a stove to an ignorant man like that.

Another writes: "I saw your ad in every periodical I ever knew, and every periodical book I ever read except the Bible." I asked my advertising agent why we hadn't been in that, and he said he didn't have the rates!

Here is another, written from Pennsylvania, which comes right from a man's heart. He says: "Replying to your catalogue, will say my wife has left me, and I can't tell if she'll ever come back. If she don't, then I don't want the stove, and I guess I'll sell out." Now, there wasn't any use of that man telling me all about his family troubles, but there was something in the catalogue or in the following system that got a hold on that fellow's confidence.

The human element in advertising must be invoked in some way to excite their desire or their curiosity to do business with you, to correspond with you, to get busy and do something with you, some way or other. A few years ago, in Fort Wayne, the merchants would not let an advertisement appear in any paper with which I had a contract. I went down there personally, posted the town, put circulars in everybody's house, and we had in that town last January over three thousand stoves. But the only way we could do it was to touch that little human chord that responds to the truth you are attempting to tell to these people.

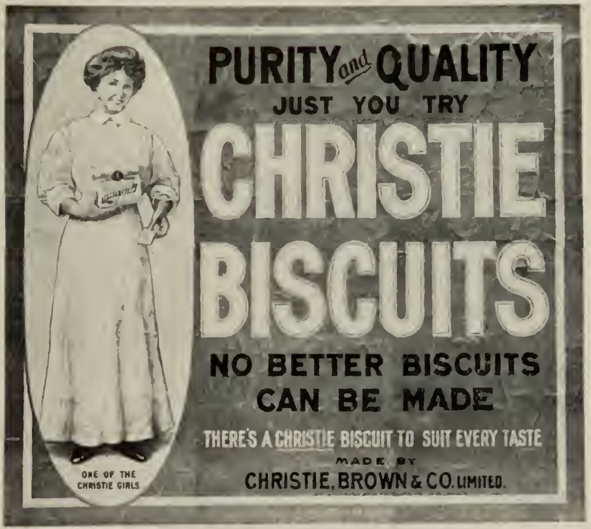
Here is the best letter, I think, ever written as a testimonal:

"With regard to where I saw your advertisement, would say that about five years ago I saw your advertisement in the "Michigan Farmer" and sent to you for a steel range. We liked it so well that some time ago we sent for a heater stove, and that worked all right. Two years ago my son got married and I got a Kalamazoo steel range for him, and a year ago this fall he sent for a base burner. A year ago this summer my second son got married and I sent for a stove for him; and the other base burner gave such good satisfaction that I thought I would get one for him—making seven of your stoves in our family, and all of them are all right."

Now, to me, that woman said more about seven stoves than I could sit down and write myself. That, to me, is the best testimonial I ever had.

My advice to advertisers is, write your advertisements in a way that people will understand them, and give a reason why they should buy your stuff.

Here's to the publisher who practices what he preaches by advertising the space he has to sell.

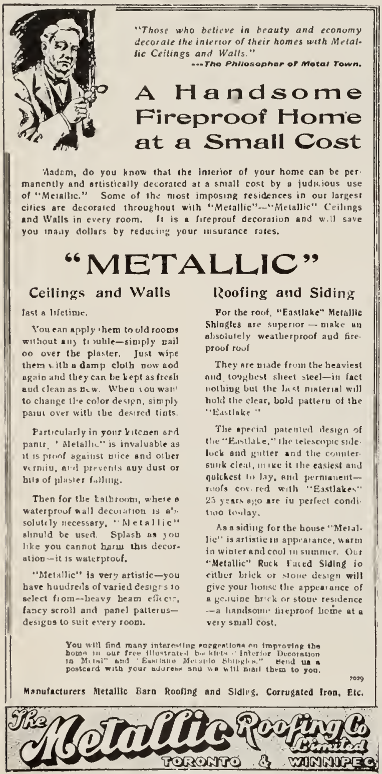

PURITY and QUALITY
JUST YOU TRY
CHRISTIE
BISCUITS
NO BETTER BISCUITS CAN BE MADE
THERE'S A CHRISTIE BISCUIT TO SUIT EVERY TASTE
MADE BY
CHRISTIE, BROWN & CO. LIMITED.
ONE OF THE CHRISTIE GIRLS

A GOOD POSTER.

ARTHUR BRISBANE ON ADVERTISING.

Mr. Brisbane is the Editor in Chief of W. R. Hearst's String of Papers and Possibly the Highest Salaried Editorial Writer on the Continent. His Views are Interesting.

There is just as much difference in the writing of advertisements as there is in the writing of sermons or of poems.



"Those who believe in beauty and economy decorate the interior of their homes with Metallic Ceilings and Walls."
---The Philosopher of Metal Town.

A Handsome Fireproof Home at a Small Cost

Madam, do you know that the interior of your home can be permanently and artistically decorated at a small cost by a judicious use of "Metallic." Some of the most imposing residences in our largest cities are decorated throughout with "Metallic"—"Metallic" Ceilings and Walls in every room. It is a fireproof decoration and will save you many dollars by reducing your insurance rates.

"METALLIC"

Ceilings and Walls last a lifetime.

You can apply them to old rooms without any trouble—simply nail on over the plaster. Just wipe them with a damp cloth now and again and they can be kept as fresh and clean as new. When you want to change the color design, simply paint over with the desired tints.

Particularly in your kitchen and pantry "Metallic" is invaluable as it is proof against mice and other vermin, and prevents any dust or bits of plaster falling.

Then for the bathroom, where a waterproof wall decoration is absolutely necessary, "Metallic" should be used. Splash as you like you cannot harm this decoration—it is waterproof.

"Metallic" is very artistic—you have hundreds of varied designs to select from—heavy beam effects, fancy scroll and panel patterns—designs to suit every room.

Roofing and Siding

For the roof, "Eastlake" Metallic Shingles are superior — make an absolutely weatherproof and fireproof roof

They are made from the heaviest and toughest sheet steel—in fact nothing but the best material will hold the clear, bold pattern of the "Eastlake."

The special patented design of the "Eastlake," the telescopic side-lock and gutter and the countersunk cleat, make it the easiest and quickest to lay, and permanent—roofs covered with "Eastlakes" 25 years ago are in perfect condition to-day.

As a siding for the house "Metallic" is artistic in appearance, warm in winter and cool in summer. Our "Metallic" Rock Faced Siding in either brick or stone design will give your house the appearance of a genuine brick or stone residence—a handsome fireproof home at a very small cost.

You will find many interesting suggestions on improving the home in our free illustrated booklets "Interior Decoration in Metal" and "Eastlake Metallic Shingles." Send us a postcard with your address and we will mail them to you.

7029

Manufacturers Metallic Barn Roofing and Siding, Corrugated Iron, Etc.

The Metallic Roofing Co Limited
TORONTO & WINNIPEG

Agents wanted in some sections Write for particulars
Western Canada Factory: **797 Notre Dame Ave., Winnipeg.**

SELLING ARGUMENT.

A funeral sermon has a solemn tone throughout, making the hearers think of death.

The sermon of the army chaplain on the eve of battle is keyed in a different tone, stimulating enthusiastic love of country.

One poem, about John Gilpin's Ride, requires one kind of thought and language, and another about the Burial of Sir John Moore, is totally different.

These are the things that the advertising agent, the intelligent advertising specialist must understand. The manufacturer must know how to make good goods. The advertising specialist must know how to convince the public that the manufacturer is making good goods.

There is as much difference between manufacturing goods and advertising them as there is between building an opera house and doing a ballet dance.

Hammerstein, the opera house owner, would be laughed at if he said, "I built the stage, and so I am good enough to dance on it." If he built the stage, put on a loose petticoat and tried to do the ballet dance and then to sing the tenor roles, he would be pitied.

But he would be no more foolish than the man who imagines that because he can manufacture the best possible breakfast food he can sing the best possible advertising song about it.

This is the age of specialists and of specialties. The doing of ONE thing will take up all the ability that a man has. If a man has any ability left over he had better put it back into his own business, and not try to use the tag end of himself doing something that he doesn't understand.

Young men looking for a new field will do well to think of advertising. It gives openings to many kinds of ability. A man intelligent, keen and convincing can be very prosperous as a solicitor of advertising. A man acquainted with the English language, knowing the meaning of words can be very prosperous as a writer of advertising.

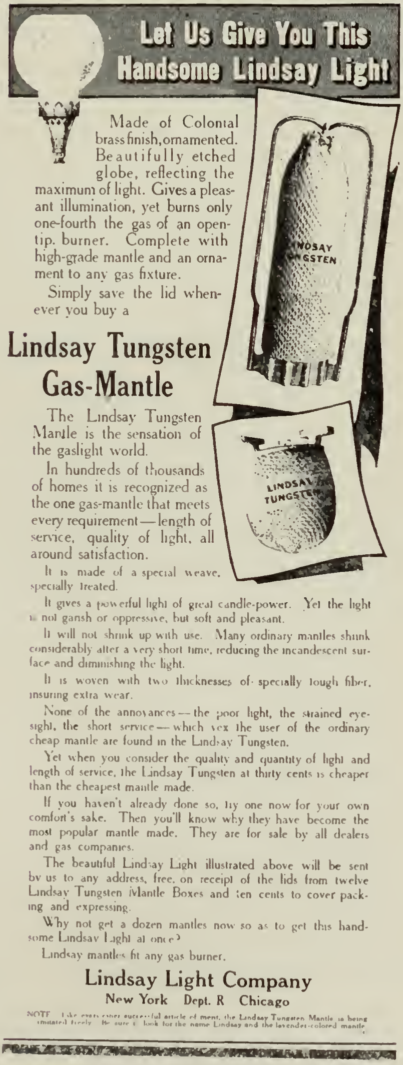
A man understanding communities, their purchasing power and their wants, may be most successful and useful in the choosing of advertising mediums. The real advertising professional, however, the big man, must have all of these qualities.

And the business man should recognize and be willing to pay for the qualities that a really able advertising specialist should possess. There are a few such thoroughly trained men in the country, but there are not many of them.

Some of the biggest business men have advertising men of their own, specialists, in their employ—all very well if they get the right man and appreciate him.

But no advertising man should be looked upon as an ordinary high-priced clerk. He is the man that talks personally to every single customer his employer has.

If the business men were picking out some one representative that was to receive and talk to every buyer he would want the best man in sight, and would gladly pay him adequately. Just



Let Us Give You This Handsome Lindsay Light

Made of Colonial brass finish, ornamented. Beautifully etched globe, reflecting the maximum of light. Gives a pleasant illumination, yet burns only one-fourth the gas of an open-tip burner. Complete with high-grade mantle and an ornament to any gas fixture.

Simply save the lid whenever you buy a

Lindsay Tungsten Gas-Mantle

The Lindsay Tungsten Mantle is the sensation of the gaslight world.

In hundreds of thousands of homes it is recognized as the one gas-mantle that meets every requirement—length of service, quality of light, all around satisfaction.

It is made of a special weave, specially treated.

It gives a powerful light of great candle-power. Yet the light is not garish or oppressive, but soft and pleasant.

It will not shrink up with use. Many ordinary mantles shrink considerably after a very short time, reducing the incandescent surface and diminishing the light.

It is woven with two thicknesses of specially tough fiber, insuring extra wear.

None of the annoyances—the poor light, the strained eyesight, the short service—which vex the user of the ordinary cheap mantle are found in the Lindsay Tungsten.

Yet when you consider the quality and quantity of light and length of service, the Lindsay Tungsten at thirty cents is cheaper than the cheapest mantle made.

If you haven't already done so, try one now for your own comfort's sake. Then you'll know why they have become the most popular mantle made. They are for sale by all dealers and gas companies.

The beautiful Lindsay Light illustrated above will be sent by us to any address, free, on receipt of the lids from twelve Lindsay Tungsten Mantle Boxes and ten cents to cover packing and expressing.

Why not get a dozen mantles now so as to get this handsome Lindsay Light at once?

Lindsay mantles fit any gas burner.

Lindsay Light Company
New York Dept. R Chicago

NOTE Like every other successful article of merit, the Lindsay Tungsten Mantle is being imitated freely. Be sure to look for the name Lindsay and the lavender-colored mantle.

REASON-WHY COPY.

such a man is selected when the business man picks out his advertiser. To that man he confides his business; the story of its value to-day and its prospects in the future.

Young men will be interested to know that already in the advertising field there are great possibilities of profit. Men are paid very large salaries—$15,000, $25,000 a year and even more—even in subordinate advertising positions. And they are worth it, for intelligent advertising makes the advertiser independent of his location; it enables him to reach all of the people all of the time—something undreamed of in past commercial history.

It is absolutely impossible for business men to fail if they have desirable goods for sale at fair prices, and if they tell the public about it.

◆

H. B. Somerville, who has been connected with the advertising department of *The Toronto World* newspaper for over 10 years, has been appointed advertising manager of that paper.

* * *

It is a poor advertisement if it reads like one.

* * *

A woman's dollar buys twice as much as a man's.

* * *

Courage may also consist of running at the right time.

* * *

A dead advertisement is about the deadest corpse there is.

Poverty is not a disgrace if it comes from paying your debts.

* * *

The easiest way to save money is to make more than you spend.

* * *

An advertisement should not be so thin that its ribs show through.

* * *

It's the man who has nothing to do that doesn't have time to do anything.

* * *

The man who boasts that he is as honest as the day is long probably means he has not stolen for twenty-four hours.

* * *

No man should be judged by his clothes, for perhaps if they had their way the clothes would be upon somebody else.

* * *

He who argues with a hornet is going to get stung.

* * *

One man's meat may be another man's house rent.

* * *

It is easy to get into a bank if you have money to deposit.

It would require a clever salesman to sell dollars at ninety cents each.

* * *

A man associates with the people he wants to and a woman with the people she has to.

* * *

Many a man has gone into business for himself only to find that his former employer had an incompetent employe.

BANKING—A NEGLECTED FIELD.

The Dignity of Some Bankers Only Another Name for Ultra Conservatism. A Few Interesting Remarks by G. B. Blackinston in Judicious Advertising.

There is hardly a branch of modern business that has remained in such a dormant state as that of bank advertising, a state that is far from healthy and one not in keeping with the reputation for careful financing enjoyed by the average bank.

Roughly speaking, the main purpose of banking, apart from filling its place as the most important cog in the commercial wheel, is to make money "earn its keep" and as much more as it can with safety.

The amount that some bankers can make money earn over "its keep," shows them to be possessed of a money-making sense that is almost uncanny. Yet these same men where advertising is concerned, exhibit a lack of common sense to which the youngest clerk in a bank would be ashamed to plead guilty.

An absolutely ideal advertising situation is here presented. How is it handled? Instead of recognizing and grasping the opportunity of securing all the business permitted by their resources, some bankers sit back and fondly imagine that the deposits of the bank will grow solely through the attraction of its standing in the financial world and the weight of the names of its board of directors, these directors usually being referred to as "solid and substantial citizens." Others, while they do advertise, confine themselves to a stereotyped card containing the name of the bank, its capital and surplus and the names of its principal officers. Fancy a department store filling valuable white space with a statement like that and saying nothing about the merits of the goods it deals in. Now, no doubt, some persons who read this will be offended at that bank-department-store comparison, but there is no cause for offense in that statement, because both are engaged in the business of money making, the method of making it, so long as it is legitimate, being immaterial. The mere fact that a bank deals in money exclusively is no reason why it should be barred from using every legitimate means of getting maximum dividends.

When a large loan is being negotiated, say for a manufacturer with his business as security, the plant and the methods of handling its output are submitted to a rigid investigation at the hands of the banker making the loan. Very likely an expert is called in to see if the advertising of the product is getting maximum results. If it isn't getting those results, steps are taken to correct the fault before the loan is made. This would be done on the ground that any well-

PETERBOROUGH, Ont., Jan. 3, '10.
Busy Man's Magazine, Toronto:
Attention J. McGoey.

Gentlemen,—Replying to your favor of the 30th, beg to say that we have since received both copies. Possibly the great rush of Xmas mails may account for the apparent delay. We beg to thank you for your courtesy in the matter.

We were more than ordinarily delighted with this January number of Busy Man's. It impressed us with the feeling that at least we had met with a magazine "made-in-Canada" that was worthy of our pride. And we took pride in it. And we may say that we are proud to be an advertiser in such a worthy publication. For while we naturally look upon the advertisement from the standpoint of utility, we note with pleasure its association with so many sister Canadian industries, all bearing evidence of progress. Permit us therefore to express our appreciation of your success with Busy Man's.

Sincerely yours,
COLLIER CUNNINGHAM CO., LIMITED.
H. B. COLLIER, Mgr.

TORONTO, Nov. 11th, 1909.
The Busy Man's Magazine,
10 Front St. East, Toronto, Ont.:

Gentlemen,—The one-page advertisement which we have been carrying with your paper since March last has brought us returns that have surprised us. No other of the six papers that we are using bring us the results that advertising in your magazine brings us. The enquiries we receive from Busy Man's are of an unusually high order, and through them we have been successful in closing a number of profitable contracts.

During the past month we have received a number of exceptionally good replies, which we hope to turn into orders in the very near future. When one considers that the orders in question amount to anywhere between $200 and $5,000, it will be seen that the people who read your paper are those who have money to buy what they are looking for, and are not answering our ads out of mere curiosity.

Yours very truly,
W. D. BEATH & SON, LIMITED.
L. B. BEATH, Vice-President.

AYLMER, Ont., Canada, Dec. 2, '09.
Busy Man's Magazine, Toronto, Ont.:

Dear Sirs,—We have your valued favor of Dec. 1st. Thank you for enclosing copy of contract, which we note runs out next August. Our original copy of this was misplaced and we are looking up contracts for advertising. For that reason wrote you so we could obtain a duplicate.

The writer personally has been very pleased with advertisements run in your publication and was not in any way dissatisfied with your services.

Wishing your publication every success.
We beg to remain, yours very truly,
AYLMER CONDENSED MILK CO., LIMITED.
K.C. H. W. KNIGHT.

Indisputable

From the Men W

On this page are reproducti
letters we have received from adv
question. They prove beyond d
Man's Magazine.

Busy Man's continues to h
month, year after year, because
continued patronage of these
new firms to place advertising or
our large increase in advertising.

The January number, 1910
tically every large advertiser w
ago, shows an increase of *one*
January, 1909.

The circulation organization
is by far the largest and most e
in Canada. The publishers of B
of eleven other well-known trad
able to give inducements that
the best circulation men. Ever
ally covered.

To advertisers, Busy Man's
of Quality Circulation distribute
This is true National Circulatio

Sample copy and rates sent

Busy Man'

10 Front

TORONTO -

MONTREAL—Eastern Townships Ba
WINNIPEG—Union Bank Building.

Evidence

Pay the Bills

s of a few of the scores of
isers whose integrity is above
ot *the pulling power* of Busy

l its advertisers month after
shows *actual results.* The
ertisers has influenced many
s with us. This accounts for

n addition to carrying prac-
used our publication a year
ndred and ten per cent. over

ehind Busy Man's Magazine
ctive organization of its kind
sy Man's being also publishers
and technical newspapers, are
ure the continuous service of
part of Canada is systematic-

agazine offers a large quantity
ver every Province in Canada.

request.

Magazine

reet East

- **CANADA**

Building.

TORONTO. Dec. 3, 1909.

Busy Man's Magazine, Toronto, Ont.:

Gentlemen,—We will have the copy for our advertisement in "Busy Man's" ready by Wednesday as desired.

Our page in the November and December issues brought us an avalanche of inquiries from every corner of the Dominion and from Newfoundland the United States and England. Eliminating the two latter countries, being out of our territory, the returns were as profitable as numerous. We are naturally inclined to consider the appeal of our Bookkeeping Machines to a strong uncompetitive demand as explanatory of these inquiries to a certain degree, but the medium of your magazine is too much in evidence to be overlooked. Another striking feature in the replies to our advertisements is in the fact that they come almost exclusively from the most progressive types of business men in Canada—not so remarkable a thing when one considers the class of readers to whom "Busy Man's" would most naturally appeal.

Sincerely,
BOOKKEEPING MACHINES LIMITED.
W. J. HAINER, Gen. Manager.

Dic. W.J.H.
Sten. V.C.

---

25 Jarvis Street.
TORONTO, Jan. 5, 1910.

Busy Man's Magazine, Advertising Dept.,
10 Front St. East, City:

Gentlemen,—Enclosed you will find our half-page copy for the February number of Busy Man's.

We might say that we are quite pleased with the results we are getting from our ads in your magazine. We were rather skeptical at first, but when our first quarter page ad brought a reply which resulted in an order amounting to over eight hundred dollars, our doubts disappeared, and we are now using double the space for which we contracted.

Hoping that you will set up enclosed copy so as to bring correspondingly good results, we remain.

Yours very truly,

N.D.M.P. DEATH & WATSON,
Encl. Per N. P. F. DEATH.

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39 James St. South,
HAMILTON, Ont., December 17th. 1909.

The Busy Man's Magazine,
10 Front St. East, Toronto, Ont.:

Gentlemen,—We placed with you a one-page "ad" five months ago, and, as the results have been very satisfactory, we feel we should compliment you on the merited success of your paper.

It stands in a field alone as an advertising medium for a specialty line such as we handle. We have many inquiries daily which result in good business at all times, which we believe we could not obtain otherwise.

Wishing you further success, we are,

Yours very truly,
THE CANADIAN WRITER PRESS CO., LIMITED.
A. P. VANFLEET, Manager.

managed plant should be made to work to the limit of its capacity; but that same banker very seldom applies that logic to the conduct of his own business. Ask him why he does not avail himself of modern advertising methods and lo and behold his answer is, "It's not dignified." Why?

What is there in the practice of banking that renders it undignified when it is freely discussed? Nothing that the writer can see. Yet, some bankers seem to think (at least their attitude suggests) that there is something about their particular way of making money that puts it in a class by itself. Just what that something consists of has not yet been disclosed. Possibly this attitude of theirs is due to the fact that at stated periods bankers get together in a convention or mutual admiration society and indulge in an extended argument as to the weight of responsibility carried by the bankers of the country. They have been so impressed with the idea that the material well-being of the nation was dependent on their personalities, that they could find no time to consider such a trifle as sensible advertising—a trifle that has been and is the constructive factor in some world famous commercial successes.

The constant reiteration by bankers of that word "dignified" tempts one to quote Dickens, who says: "Strip the bishop of his apron, the counsellor of his gown, and beadle of his cocked hat, what are they? Men, mere men. Dignity and even holiness too sometimes, are more questions of coat and waistcoat than some people imagine."

A few minutes' contemplation of that statement ought to suggest to any banker that a frank man-to-man discussion of any business is the surest, easiest way to inspire confidence—and confidence is the foundation of financial success.

There may be a number of ideas here set down that won't appeal to bankers, but they were not set down for the purpose of appealing to anybody. They are the opinions of an advertising man who perhaps may be accused of looking at everything through a film of printer's ink. But that advertising man has made a study of the situation and knows what a cloud of misunderstanding obscures the public's view of banking. The field is wide and responds bountifully to cultivation. It offers wonderful opportunities to the banker who will talk frankly to the people about what he has and why they should use it. If he has nothing worth talking about he should get something. If he doesn't know how to get that something, he should step down and make room for some one who does—that is modern American business.

◆

"What would you do with a horse that ate your oats and wouldn't work?"—*Mull.*

ON BEING A GOOD FELLOW.

An Article by "An Advertiser" that Reveals the Fact That All Sorts and Conditions of Opinions Prevail Regarding Advertising Men. Geniality May or May Not Be a Business Asset.

Note.—The following article, clipped from Judicious Advertising, was forwarded to the editor some time ago, with the request that we should reprint it because it expressed his sentiments exactly. While it is true that the "Good Fellow" role is played assiduously by a surprising number of solicitors in the United States, we do not think that the practice obtains to any great extent in Canada. The majority of our advertising solicitors are gentlemen with a more or less exact knowledge of advertising. As a rule they have a plain business proposition to make. Knowing something specific about the relation of advertising to business in general they usually eliminate the "jolly" act. We are inclined to think that our correspondent has been rather unfortunate, for while some of our solicitors may be good fellows, we are positive that publishers and responsible agencies do not pay them for being such. They keep on drawing their salaries because they know advertising and its relation to business problems. Nevertheless we are pleased to publish the article referred to.

They say the greater part of the advertising business is won and held by personality.

Is it?

I register a sharp denial that the statistics of this are correct, and a sharp kick because the condition exists at all.

What did just "a good fellow" ever do to further advertising interests anyhow? They walk around, in shoals, their lapels scented and their hair greased, bleating out their merry ha, ha, wherever they can get a hearing.

Do they represent the brains and backbone of the advertising business? Do they ever construct anything? Do they actually know anything about advertising?

I am not a knocker, but I say no. They make the loudest noise, they are at all the clubs, and make the most speeches and get the most personals and photos of themselves spread broadcast, and they have the most monumental opinion of themselves and their ability—but when the strong campaigns are written and the business that counts is advanced permanently by advertising, they are never "among those present."

Business Held By Brains.

There are more solicitors who shake hands with themselves daily because they think they hold business in the hollow of their hands through their unmatchable personality than you can count by the hundred.

There are great numbers of solicitors whose business is secure because some unlovely but brainy chap puts his brains into good copy that brings results—yet the solicitor would spit fire if you insinuated that it was not *he* absolutely whose unctuous personality and good fellowship held the business.

Advertising men, by the very nature of their work, are made aware of the value of the product they sell. This is very well—but why use it to boost *personalities?* Why be so keen to get personal glory and prestige out of business? Are they selling personality or the goods?

You may say we are all human, and good fellowship is therefore the winner every time in business, and I'll still emphatically deny it. There may be still many men in business whose vanity can be flattered and cajoled into doing business on a good fellowship basis—but I utter a prophetic warning that they are going off the stage very rapidly.

The New Demand for Straight Business.

The new type of business man, of whom there are large numbers at the helms of the most progressive institutions, are not "easy" enough to accept jokes and drinks in lieu of facts and demonstration of advantage. They want to be "shown." Whether you are a good fellow or not is immaterial, if you have sense and can talk business.

Of course it will always be true that the copy writer will be dependent on the solicitor, because you must first get copy to be written and paid for before you can write it. And it will always be true that the solicitor will be more of a talker than a doer, for the reason that the two functions are different and antagonistic.

I like a man to be genial, but I hate to see him use geniality as a business asset. The man who comes to me with his mind more on being jolly and entertaining than on showing where I might benefit in an exact and brief way gets no welcome from me—rather a prejudice. I am not in business to be entertained—my main concern is to increase the business. I am more interested in a cold business proposal to do this than I am in all the good-fellowness in the world.

Clothes Don't Matter.

It is nothing to me whether a man has on a $40 suit or a ten dollar hand-me-down. I don't care whether he's perfumed or not, or whether he's got a Gibson figure or a Henry Hutt ninny face.

I don't care whether he has that foxiness they call tact or not. I don't care whether or not he smoothly avoids my vulnerable points, or whether he is shrewd enough to play a clever waiting game with me, and pull deep-laid wires.

In fact, I have a hearty disgust for the average crafty good-

Collier's Policy

WHATEVER standing Canadian Collier's enjoys as a national publication has been through its constant appeal to people of character and substance. With its advertising columns Canadian Collier's studies to appeal to the same substantial class of people, seeking only such advertisements as are in themselves straightforward.

Canadian Collier's policy of bringing good merchandise to a good clientele is so firmly established that the publishers will make good any loss suffered by its subscribers through fraudulent advertising. This endorsement of each individual advertisement assures Canadian Collier's readers of fair dealing and gives each advertiser that essential to his success—confidence between reader and advertiser.

Guaranteed circulation over 30,000 weekly.

E. C. PATTERSON
Advertising Manager
NEW YORK CHICAGO BOSTON
A. H. BLIGHT
Canadian Advertising Manager
47-51 King St. West, TORONTO

fellowship of advertising men. They don't care six buttons for *the man.* If I didn't have a fat bunch of business to place they wouldn't smile twice at me—or any advertiser. It's all "a game," and their so-called good-fellowship is nothing but a sneak device to get closer to the coin.

To me, the whole elaborate principle of good-fellowship, which solicitors as a rule will defend to the last, is rank and beside the mark. A solicitor's personality and individuality is nothing to me—absolutely nothing when it comes to actually doing business, and neither is it with *any* business man who serves his business justly.

I've got to stay away from clubs, because I get the good fellow brickbat worked on me by every kind and variety of advertising man, and I'm constantly running up against all kinds of tricky games where I don't suspect they'll turn up—all to push the cause of some advertising man. Every social avenue gets attacked, even through my innocent wife, all to get a "good fellowship" advantage.

Personality Not Important.

Now, a good fellowship advantage never counts a straw with me—if they'd only know it and spare their agony. In fact, it counts more against than for.

I may like a man mighty much personally, but he actually stands less show than a stranger, because I dislike doing business with friends, for reasons which experience has developed.

The only true basis upon which to do any business is the basis of fact and logic, the greatest benefit for the least price. I may positively hate a man, and yet I am too good a business man to turn him down if I can gain by patronizing his business.

I have no time for stories and personal remarks, etc., in business hours, and I have no taste for being dined and wined by people who have an interest in doing it. I may enjoy their stories and be glad to have heard them, but the fact remains that it was so much time off from my business.

As to a man boasting he holds business by his personality—I revolt against it. Neither I nor any good business man is a monkey on a string, hypnotized and tamed by some magnetic wonder whose chief mental asset is a lavender-perfumed ha! ha!

Give us keener business men, not "good fellows."

"An industrious man is tempted by one devil, an idle one by seven."

* * *

Education is a tool, but it takes common sense to make it valuable to the owner.

* * *

"Not doing more than the average, is what keeps the average down."

The Home Journal

Annual Spring Number

Will be in circulation four weeks before Easter. If you have anything to sell for the women or the home you should advertise in The Home Journal big Annual Spring Number.

Women are the Spenders for the Home

No matter where they live, in the far East, West or North they can be reached by advertising in The Home Journal.

The March issue which will be our Spring Number, promises to be the largest and most widely circulated issue we have ever published and that is saying a whole lot. We are carrying just double the advertising we carried one year ago. Our advertisers must be obtaining results.

First forms go to press Feb. 8th,
last forms Feb. 18th

but don't be the last in with your copy. You might be crowded out.

If you have not seen The Home Journal in the last few months, ask to have sample copies sent. It's improved so much that you would hardly know it.

Circulation statement sent on request.

THE HOME JOURNAL
59-61 John Street - - - Toronto, Canada
William G. Rook, Advertising Manager

Western Ontario is the richest corner of the whole Dominion of Canada, and London is the central city.

The London Free Press

has the largest circulation of any newspaper published in this district and holds an Examination Certificate of the Association of American Advertisers. With its three editions daily—MORNING, NOON, AND EVENING—it completely covers London and every city, town and village of the most prosperous part of Ontario.

Its local and foreign news service is the best that money can produce, and this is why The London Free Press reaches seven-ninths of the people in its native city.

Mr. Advertiser, are you appealing to this million and more of people of Western Ontario. Do you know a field that is more worth cultivating? These people have the cash.

Now is the time to get in. You can get rates and general information from any reliable Advertising Agency anywhere, or at our branch offices in Toronto, Montreal, New York or Chicago or direct from

The London Free Press Printing Company, Limited
LONDON, CANADA

A Handsome Calendar

This illustration shows one of our artistic lines of CALENDARS for 1911. Phone or write for our traveller to call on you with samples of our large, varied assortment. Make your selection and

ORDER EARLY

Rolph AND Clark,
LIMITED
Simcoe and Pearl Streets,
TORONTO, CANADA

Get After Western Trade

The growth, prosperity, industrial activity and vast natural resources of Western and Central Canada make it one of the most fruitful advertising fields in the world—Manitoba, Saskatchewan, Alberta and British Columbia throb and seethe with activity, millions are being spent in the purchase of supplies of all kinds—business that the Eastern manufacturer cannot afford to lose.

How can you get your share?

Established over a Quarter of a Century

THE COMMERCIAL

The Financial, Commercial and General Trade Newspaper of Canada's Inland Empire.

covers this entire field, and covers it well. It is the ONLY trade paper in Western and Central Canada reaching the General Merchant. Our readers are **BUYERS**. Are you out to get your share of a tremendous development.

Write for sample copy and rates.

HEAD OFFICE, WINNIPEG

Branches in Toronto and Montreal

THE HERALD

THE HERALD is the Pioneer One Cent Newspaper of Hamilton and is read in Thousands of Exclusive Homes besides reaching nearly all the readers of Political Organs. ALL THE NEWS ALL THE TIME for ALL THE PEOPLE makes the Herald the PEOPLE'S POPULAR PAPER.

Hamilton's Home Paper

Independent, Original, Progressive, Profitable

THE HERALD is the only Independent Newspaper in Hamilton and covers the city thoroughly. THE HERALD is read daily in thousands of prosperous homes that never bother with any other Hamilton publication. It pays to be in the Best always.

THE HERALD PRINTING COMPANY

Hamilton, Canada ADVERTISING RATES ON APPLICATION **Limited**

The oldest newspaper in Canada is "The Gazette"--Established 1778

The Gazette
MONTREAL

The only English morning daily in Montreal is "The Gazette."

ADVERTISING

is the great moving force behind present-day business in Canada—"Toronto Saturday Night" furnishes a big portion of that energy.

If you read "Saturday Night" advertising pages you will realize the truth of this, for it is through these columns that the new, the useful and the "worth while" are presented to consumers.

The public is always safe in being guided by "Saturday Night" advertisements—our readers are protected by the rigid censorship which we maintain over the advertising columns.

Saturday Night, Limited, SATURDAY NIGHT BLDG., - TORONTO

HERE

is a well known 44 year old fact.

THE

FARMER'S ADVOCATE

AND HOME MAGAZINE

(ESTABLISHED 1866)

is the leading authority in Canada on all Agricultural subjects.

Its circulation is among the best farmers in Canada, and is not equalled by any other agricultural publication.

Send for sample copy and advertising rate card.

ADDRESS :

The WILLIAM WELD CO.,
Limited
LONDON, - CANADA

A Gain Every Month of the Year

A gain in advertising each month of the past year, from January to December inclusive, testifies to the steady progress of the CANADIAN COURIER, in 1909.

The Canadian Courier combines the two most desirable elements in magazine circulation — QUALITY AND QUANTITY — readers that have refinement, brains and money.

Such publicity is without waste.

Its advertising value cannot be exaggerated.

When you make up your next advertising list put the Canadian Courier on —in the meantime let us send you a copy and some definite data and other proof that will interest you.

J. P. PATTERSON
Advertising Manager

— THE —
Canadian Courier
12 Wellington Street East
TORONTO

Printing

at the Shop
of Quality—
Service and
Fair Price

TRADE MARK

The well-dressed salesman generally makes good. His appearance counts. Your publicity should be notable for its *refinement and distinction*. Good printing is inexpensive. It pays for itself. We give prompt attention to every order.

The Hunter = Rose Co.
Limited
12-14 Sheppard Street = = = Toronto

Hamilton

Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc., Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

The fastest growing city in Canada to-day is Vancouver, B.C. And the fastest growing weekly paper in Canada is the

SATURDAY SUNSET Published in VANCOUVER

It is the finest weekly paper West of Toronto. It reaches the cream of the buying public in British Columbia. It is the cheapest advertising medium in the West, because it has the highest percentage of buyers among its readers.

Every advertisement in the paper is printed alongside reading matter. It has the fairest makeup for reader and advertiser that could be planned. The Saturday Sunset will give your goods the best introduction to the best buyers in British Columbia.
Write for sample copies, rates and information.

THE SATURDAY SUNSET
VANCOUVER, B.C.

WISE GUIDES TO FOLLOW

THE HAMILTON SPECTATOR

First in Quantity. First in Quality.

Everyone of the leading local merchants are liberal users of space in the SPECTATOR. That is conceded to be the supreme test of the advertising value of a newspaper. Its tested worth by local business men offers the strongest possible reasons why new advertisers should follow the judgment of old and successful merchants.

Rates on application or from all recognized agencies.

Why Not Tap Cobalt?—

The richest and most famous Mining Camp in the World—by advertising in

THE
DAILY NUGGET

The *Nugget* is the only daily paper in the Cobalt District, and has *a guaranteed circulation* of 10,000. Ninety per cent. of our readers are good earners and liberal buyers.

Rates and full information on request.

ADVERTISING CONCENTRATES WHERE THE GREATEST RETURNS ARE RECEIVED.

A FACT WHICH CONVINCINGLY EXPLAINS WHY

"The Ottawa Journal"

Has published in recent years **the Largest Volume of Advertising of any Ottawa Newspaper** (no exceptions—no eliminations). The Journal for years has also carried **the Largest Number of Local Advertisers** of any Ottawa medium, thus demonstrating its superiority as an advertising medium among those most closely informed regarding the Ottawa newspaper situation, whose opinions form a safe guide **for the Foreign Advertiser.**

Gain for 1909, over 445,500 lines, in excess of 1908, or nearly 5 columns per day.

THE ADVERTISING RATE OF THE JOURNAL IS FLAT, 2¼c. to 2¾c. per line, according to position.

The Journal Printing Co., Limited, Ottawa

WESTERN ONTARIO OFFICE:
Room 28, Aberdeen Chambers, 43 Victoria Street, Toronto.
J. B. Rathbone, Representative.

NEW YORK OFFICE:
Monolith Building,
Lacoste & Maxwell,
Representatives.

CHICAGO OFFICE:
Marquette Building,
Lacoste & Maxwell,
Representatives.

Compare the advertising pages of

The Canadian Magazine

with those of any other Canadian publication and judge for yourself

Shrewd advertisers realize that the main issue in buying space is determined by the circulation of a publication and the "class" of its readers. The circulation of *The Canadian Magazine* is national—its readers *are* the best buyers in Canada. A glance at the advertising pages of *The National Medium* shows quantity and quality. If you want to reach the best buyers in Canada you must use *The Canadian Magazine.*

The Canadian Magazine
TORONTO

THE CALGARY DAILY HERALD

Recognized as the leading Daily Newspaper between Winnipeg and the Pacific Coast. The Herald swears to a larger circulation than any other daily paper even lays claim to

Examination of American Association of Advertisers just completed.

Full particulars and rates direct from this office or from any authorized agency.

HERALD PUBLISHING CO., Limited
CALGARY, ALTA.

Sworn Circulation for month of December,
7192 Copies Daily Average.

"You cannot cover Alberta without 'The Herald'"

Daily Newspaper For Sale

In one of Ontario's Thriving Industrial Cities.

This paper has a large Daily as well as Weekly Circulation, together with a Profitable Job Business.
The Plant is up-to-date and in first-class condition.
Proprietor has good reasons for selling.
If interested, write address to

"DAILY PAPER," BOX 77, ECONOMIC ADVERTISING.

THE ESSEX FIELD

This most southerly of Ontario Counties has a population of 60,000, which is reached effectively through only one medium

The Windsor Record

IT IS UNDISPUTED that

The Evening Record

the only daily in the county, and

The Weekly Record

(published twice a week) are read by more people than all the other papers in the county combined.

Established A. D. 1872

The Quebec Daily Telegraph

has a larger circulation than the combined issue of all other English papers in the city and district.

Completely destroyed by fire Feb. 22 1907, and again on Nov. 28, 1907, without losing an issue on either occasion

Entirely
Occupied
By
The Telegraph

New
Building
Costing
$100,000

22,000 feet of floor space — 21 Electric Motors
Complete New Plant

THE TIMES, Hamilton.

Has subscribers in nearly every city and town in Ontario and the Northwest. **Bright and Up-to-Date.** Goes into the Homes. If you want PUBLICITY, advertise in the

HAMILTON TIMES

Advertising is the life of trade and The Times is the medium by which success is obtained.

Daily and Semi-Weekly. One of the largest printing establishments in Canada.

How about **Your Printing?**

$114,500,000.00

That's a part of the wealth created by the people of Nova Scotia out of the *Sea,* the *Mine,* the *Forest* and the *Earth* last year.

In addition, Nova Scotians have nearly

$100,000,000.00

deposited with and invested in the Chartered Banks of Canada.

This means that Nova Scotians have a much higher purchasing ability per head of population than any other Province of the Dominion.

Are you getting your share of their Trade?

If not, you should advertise in

The Morning Chronicle
The Daily Echo
The Nova Scotian

The Quality Papers of Nova Scotia

Read by the people who have the money to spend.

Ask any Nova Scotian or Advertising Agency.

Rates on application.

The Chronicle Publishing Company Limited
HALIFAX.

Canada's National Farm Weekly

Let us carry your announcements into

1037

Rural Districts

Canadian Farm

goes every week into 1037 Canadian post offices. In every one of these we have from one to one hundred paid subscribers.

Mr. Advertiser you cannot send a circular to one person in each of these districts for the price that a 100 line advertisement will cost you.

Write us for rates and sample copy.

Canadian Farm
12-14 Wellington St. East
TORONTO

The Halifax Herald

AND

The Evening Mail

are daily visitors in 18,000 Nova Scotia homes. That circulation is within about 20 per cent. of all the other daily papers in Nova Scotia combined. Ordinary commercial advertising

Flat Rates.

First position, per line	3¾c.
Next reading	3½c.
Run of paper	3¼c.

For financial, insurance, annual reports, statements, etc., 15 cents a line for one and 7½ cents for subsequent insertions.

The Herald and The Mail carry nearly 50 per cent. **more** advertising than any other two papers in the Province; and we could add another 50 per cent. of advertising if we could be induced to cut the schedule rate based on circulation. But we are only looking for business based on value given. Detailed statement of distribution furnished advertisers

WILLIAM DENNIS

THE HALIFAX HERALD THE EVENING MAIL

"One paper in the home is worth a million on the highway."

—**Marshall Field**

The News is Toronto's acknowledged home paper.

IT'S THE MAGNIFICENT

HOME CIRCULATION

that makes advertising pay better in the

LONDON ADVERTISER

than in any other daily in the district. Circulation guaranteed over 17,000 copies daily.

SEND FOR ADVERTISING RULE

LONDON ADVERTISER CO., LONDON, ONT.

THE OPEN DOOR TO CENTRAL ALBERTA HOMES

NOVEMBER CIRCULATION 3,380 COPIES DAILY

THE WANT AD. MEDIUM OF EDMONTON

At the top in service to advertisers and its audience

DISPLAY RATE 1 1-2 CENTS
Per Agate Line, Flat

Position, when available, 25 per cent, extra

THE EDMONTON JOURNAL
Morning Evening Weekly
M. R. Jennings, Editor and Man., Dir., Edmonton, Alta.

The Catholic Record

Published Weekly | **LONDON, ONT.** | **Subscription $2.00**

The Catholic Record has a Sworn Circulation of 21,700 going into the best Catholic homes in every province in the Dominion. The Catholic Record circulation reference booklet tells just where these 21,700 copies go—province by province—postoffice by postoffice. The circulation by province totals thus:

Ontario	11,600	Nova Scotia	2,532
Quebec	890	P. E. I.	1,275
New Brunswick	1,316	N. W. Provinces	2,516

Newfoundland and Foreign....1,579.

Wouldn't a circulation of this high class—distributed in this way—sworn and guaranteed suit your proposition?

Write for Circulation Reference, Booklets and Rates

THOMAS COFFEY, Proprietor and Publisher

WE LEAD: TEST US

THE SUN
(2c. Morning)
THE STAR
(1c. Evening)
THE NEWS
(Weekly)

14,000 Daily
90,000 Weekly

The largest and best circulation in New Brunswick

The record of the past year against increased competition:—

Circulation increased by 20 per cent.
Advertising increased by 25 per cent.
Rates increased by 10 per cent.

and the growth is continuing.

Advertising rates for 1910, in effect Jan. 1st; Minimum on 5000 lines:

The Sun	The Star	Sun and Star	News
$1\frac{3}{4}$c. agate	$1\frac{1}{2}$c.	3c.	1c.

Sun Printing Co., - St. John, N.B.

THE "WORLD'S" NEW BUILDING
IN RICHMOND STREET W
TORONTO.

"The Toronto World"

(DAILY AND SUNDAY)

Has a Quarter Million Readers EVERY DAY
IN THE YEAR.

BRIGHTEST NEWSPAPER BEST ADVERTISING MEDIUM
GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

Making Friends

Is Just - -
Making Good

"La Patrie" is making new friends every day among discerning advertisers because of its *result giving value.*

"La Patrie" is gaining new readers every day because of its *news value.*

That "La Patrie" *is* making good is easily proved by the enormous gain in advertising carried during the year 1909.—An increase over the year 1908 equal to a little over a full page a day.

You can reach the French population of Montreal and Quebec Province, most economically and most thoroughly through the columns of "La Patrie."

La Patrie

Is read every day by 100,000 people with money to spend

BEST BY TEST

The Sintz-Wallin Company
Engineers, Founders and Machinists
Grand Rapids, Mich., U.S.A.

Dec. 13, 1909.

Rod and Gun Magazine,
Toronto, Canada.

Gentlemen,—We have your favor of Dec. 2nd, enclosing advertising contract for the coming season, and we are enclosing you herewith contract duly signed.

As we stated before in our last letter, we are cutting down our advertising to the lowest possible notch, as we are at present contracted for 75 per cent. of our 1910 output, and are not soliciting the marine trade as strenuously as we have done in the past.

However, we have always looked upon our Canadian trade as the cream of our business, and for that reason are willing to continue with your publication, which is without doubt the very best in your territory.

Yours very truly,

SINTZ-WALLIN CO.
WM. C. WALLIN, Vice-Pres.

ADDRESS

ROD AND GUN IN CANADA

5 King Street West
TORONTO
W. J. TAYLOR, Publisher

The Globe

OFF TO A GOOD START

January, 1910, passes into history as the greatest January in The Globe's sixty-six years of history and the new year, has begun to a good start.

THE FACT.

The following is the advertising record in columns:—

1907	1,126
1908	1,312
1909	1,081
1910	1,496

The increase, therefore, over the corresponding month last year is **321 columns,** or over twelve columns per day.

THE REASON

for this is because The Globe combines in the highest degree Quality and Quantity of Circulation (average for January, 56,309), and

THE CONCLUSION

to be drawn from it is that the business man who is not using the columns of The Globe is neglecting the best paying medium in Canada.

Toronto, Feb'y 1, 1910.

MARCH, 1910

Economic Advertising

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WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

How to Advertise? Everybody thinks he knows how

Shrewd Advertisers

POST BILLS

They Yield the Greatest and Quickest Returns

We are Official Representatives of the Canadian Bill Posters and Distributors Association and can handle your poster campaign in Western Canada (Port Arthur, Ont., to Victoria, B.C.) to better advantage than any other agency in Canada, from the fact that we own and operate most of the Bill Posting Plants in the larger cities of the West, and are in close touch with all the Western Bill Posters, and can get quicker action than if matters have to be referred to the East, 1500 to 2000 miles away.

Designs for Posters
Furnished on Request

Estimates and full particulars on application.

The Greatest Undeveloped Mercantile Territory in the World

Let us handle the Western portion of your appropriation

The Lindsay-Walker Co., Limited

WINNIPEG, MAN.

Our Painted Displays—Absolutely Best in Winnipeg

WHAT ADVERTISING IS

Do **you** know what real advertising is?

If you are one of the men who **merely spend** so much a year in advertising, **you do not know.**

Space buying is not advertising.

White space amounts to nothing.

It's the matter you put into the space you buy that counts.

Real advertising is an investment purely and simply—an insurance policy guaranteeing a steadily increasing business—commercial success.

It **decreases** selling cost by **increasing** sales.

We can decrease your sellin cost and increase your sales by planning and carrying out an advertising campaign exactly fitted to the needs of your business.

Let us **show** you what we've done for others.

Write **now** for information.

Woods-Norris Limited
MAIL BUILDING, TORONTO

Another Big Jump

IN

HOME JOURNAL

ADVERTISING

The March issue of The Home Journal carried advertising from ninety of the leading Canadian Advertisers, who used 15,360 lines. This is over **300 per cent. more than was carried in our March, 1909, issue.** Copy received late was refused.

What stronger recommendation is needed of the pulling qualities of The Home Journal?

The April issue will be another big issue. Last forms close March 15th.

Sample copies, Circulation Statement and Advertising Rates sent on application.

THE HOME JOURNAL
59-61 John Street, Toronto
William G. Rook, Advertising Manager.

"The Toronto World"

(DAILY AND SUNDAY)

Has a Quarter Million Readers EVERY DAY
IN THE YEAR.

BRIGHTEST NEWSPAPER BEST ADVERTISING MEDIUM
GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

LE POLE IRRESISTIBLE DES ACHETEURS CANADIENS
MONTREAL
LA PRESSE
CIRCULATION
100.000
CAN
CANADA'S GREAT TRADE MAGNET

Ask any well-informed advertiser what paper covers the French-speaking population of Canada most thoroughly, and produces the greatest net results to its advertisers, and he will answer, without hesitation—"La Presse."

It is entirely a matter of circulation. La Presse is read in practically every French home in Montreal and suburbs, and has a large distribution in the other cities and large towns of Quebec province.

This concentrated, home circulation is what makes La Presse the most profitable of all means of reaching the best part of the 2,000,000 or more French speaking people of Canada, and of securing their trade.

It would be worth while spending any reasonable amount of time and money to get a firm hold on this market. When it can be done quickly and at a moderate expense by a well-organized sales campaign, backed up by the use of a liberal amount of space in La Presse, it is doubly worth while.

For details of distribution, and all other particulars, write the Advertising Manager.

LA PRESSE

MONTREAL, CANADA

"Largest and Strongest in Canada without exception."

A Monthly Magazine published in the interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3 Toronto, March, 1910. No. 3.

Straight Talks

EDUCATING ADVERTISEMENT READERS.

PUBLISHERS have been lax, or worse, in the performance of a duty essentially theirs. Up till now they have refused to take the readers of their various publications into their confidence regarding advertising. It is more than probable; it is quite possible, that meritorious magazines, newspapers and periodicals would have been carrying double the business they are carrying to-day if publishers had revealed some advertising facts ten years ago—started out then to educate the intelligent public up to an appreciation of legitimate advertising.

* * *

Do not harbor the delusion that all your readers read the advertising pages of your paper or magazine. Always excepting departmental store news, one may safely assert that a majority of mankind do not read advertising. Practised adwriters never imagine that even their best ads are read by more than a minority of the readers of publications in which they appear. The familiar phrase—no waste circulation—means nothing. Unless a publication's every subscriber is an adreader there is bound to be considerable waste circulation.

* * *

Let us be specific for the sake of clarity. *The Cosmopolitan* is a popular magazine of the better class. Although I do not know its circulation, it will serve our purpose to place it at 500,000. Evidently *The Cosmopolitan* carries an advertiser's story into *the hands* of half a million people. If only a third of that number reads the advertiser's story then the price of *Cosmopolitan* space is ridiculously cheap. However, a third of that magazine's subscribers do not read the ordinary advertisement. Of course everybody knows that *The Cosmopolitan* gets into the hands of enough adreaders to make a meaty, attractive ad in its pages extraordinarily profitable; but at what a tremendous cost to the publishers!

* * *

Here's the point. A magazine as good as *The Cosmopolitan* in every detail with only 100,000 subscribers and

EVERY SUBSCRIBER AN ADREADER,

would be as valuable an advertising medium as *The Cosmopolitan* with its enormous circulation of 500,000. Surely it is rational to contend that it would be cheaper to educate the vast majority of 100,000 subscribers up to an appreciation of advertising—make them adreaders—than to go on mounting up circulation to 500,000 or more for the purpose of probably reaching 100,000 people who are influenced by advertising.

* * *

It won't hurt Canadian publishers to give a little thought to the business of magazine publishing in the United States and England, the former country in particular. Most popular American magazines, retailing at ten or fifteen cents, have or claim a circulation of hundreds of thousands per issue. Now if circulation claims are based on facts—I honestly believe they are—the advertiser must pay enough to meet all circulation deficits. In other words, the advertiser pays for placing a 25c or 35c magazine at 10c into the hands of hundreds of thousands of readers who have not been educated up to an appreciation of the value of advertising. He also pays the ten dollars (?) per week which the publisher feels inclined to annex for personal expenses. That's what Mr. Munsey calls "going some" and Mr. Munsey is right.

* * *

The magazine publishing business in the United States is evidently on the wrong basis. The advertiser pays for a half-million circulation when as a matter of fact there are only 75,000 adreaders among that multitude of subscribers. By this strange and costly method Uncle Sam's advertisers *may happen* to educate a majority of magazine readers up to an appreciation of magazine advertising when that task is clearly up to the publishers. Can you wonder that the advertising managers of big American magazines are called *the most resourceful men in the world.* As Casey would say, "they've got to be."

* * *

There are fitful gleams of light flashing through the shadows. *The World's Work*, *McClure's*, *Munsey's*, *Scribner's*, *Collier's* and others have started educational campaigns and they are all doing good work. These campaigns are carried on in their own advertising pages with interchange and a little community advertising as auxiliaries. But I humbly submit the fact that these illuminating talks on advertising appear in the wrong department of most magazines. If they are meant to widen the knowledge of advertisers—give them a stronger faith in advertising, then they are generally well worded and in the right department. But if they are meant to make adreaders out of those who are indifferent to advertising, then they are sometimes badly worded and nearly always in the wrong department. If I were the advertising manager of a popular magazine I would consider it good business to talk to subscribers about advertising—explain its benefits to them—summarize my advertising pages in a humanly interesting story, and tell that story right in reading matter style in the very heart of reading matter, whether the editor was a stylist of the purest order or the most artistic faddist unhung. That story wuold *have* to appear in the *proper* department *every* month, and if I could make it interesting enough to create a desire for advertised goods—an interest in my advertising pages it is a certainty that my advertisers wouldn't throw bricks at me for doing so.

* * *

Gentlemen! it's up to you to draw the attention of your readers to your advertising pages—show them how advertising cuts cost and conserves quality—making them believe that it is old-fashioned and foolish to buy goods that are not advertised. It certainly is the province of the magazine publisher to make his subscribers enthusiastic adreaders. Talk to your advertisers a little less and to your readers considerably more about advertising.

* * *

Engineers have dammed up mighty rivers, turned their courses for the purpose of making arid deserts fruitful plains. We have been doing lots of educational work among advertisers and doing it with considerable success. The twentieth century business man feels that advertising pays—when he does not know it. He does not doubt what you say regarding the merits of advertising, but he is fairly certain that he does not need it. When you consider that not more than 25 per cent. of the business men of this continent look on advertising seriously you can readily forgive his attitude. What's the reason? Why should any business man believe that he can get along fairly successfully with little or no advertising? Because the general public has not been educated up to an appreciation of the value of advertising. Men and women have *picked up* the faith they have in advertised goods. The near, personal value of advertiscing has not been hammered into the buyer. In the majority of cases he does not appreciate the protective power of advertising—does not know that it gives him first quality goods at reasonable prices.

* * *

It is beside the question to argue that advertising men have created a certain appreciation of the value of advertising in the mind of the buyer through consumer campaigns. Much has been accomplished. Much more can be accomplished. Simply let newspapers and publications of all kinds preach the gospel of advertised goods—let them do it systematically and aggressively and in five years it will be hard to find a business man who does not believe in advertising—who is not an advertiser.

* * *

Mr. Publisher! do not imagine for a second that I'm proposing any irrational plan. You owe much to your present advertisers. The community owes more to them. Because of their faith in advertising—in twentieth century business methods I can buy a metropolitan daily newspaper at 1c. Because of national advertisers I can buy a good magazine at twenty cents or less—a magazine that cannot be produced for 35c. Surely it is up to you to convince your readers that advertised goods are the best. They are the best. Inferior goods cannot be advertised successfully. The advertiser is not a philanthropist. But he has given the community the once cent daily and flooded the country with good periodical literature at a price all can afford to pay.

* * *

The publisher's big problem is the education of his readers into a belief in advertising. Get the people of a community to believe firmly in advertised goods and you'll have little trouble with the man who should advertise but doesn't.

The reasons why progressive publishers should carry out a campaign of this nature, and keep everlastingly at it, are fairly obvious. Advertisers have made the success of big publishing institutions possible. Every advertiser benefits the community indirectly. His product must compare favorably with competing lines or advertising will put him out of business. Advertising sifts the gold from the dross in the commercial world. And once the people of a community realize the protective nature of advertising the dross will cease to exist.

An educational campaign, planned and carried out for the benefit of newspaper, magazine and periodical readers, would have the following results:

1st. It would benefit the legitimate advertiser whom the publisher should do his best to protect.

2nd. It would result in more and better advertising and gradually eliminate inferior merchandise.

3rd. It would lower the price of meritorious goods by vastly increasing the sales of advertised articles.

4th. It would benefit the community indirectly by giving us better newspapers, magazines and periodical literature.

Numerous effects of such a campaign might be surmised, but we'll leave them to the imagination of our readers.

* * *

THE INTERNATIONAL ECONOMIC CODE.

This editorial is merely the advance notice of an article, slated for our April issue, criticizing a book entitled, "Europe's Optical Illusion." Mr. Norman Angell, the author of that work, writes interestingly and arrives at a few wholly erroneous conclusions. For the simple reason that his hypothesis is all wrong—his premises all awry. That the German scare was calmly evolved and abnormally developed for purely political purpose might be plausibly argued. Possibly British politicians are as astute as any on the globe and the philosophic Mr. Balfour may be regarded as the most resourceful of these. But—granting the logic of Norman Angell's curious thesis—we are compelled to arraign the German war lords at the bar of reason and ask them to account rationally for their hysterical naval programme. The picturesque and glorious, or inglorious, aspect of that programme affects us not at all. We size up the situation from a purely business standpoint because Canadian manufacturers are certainly interested in the normal development of European markets. The war scare may be a ghastly and colossal hoax. But surely when the German Ambassador endorses Mr. Angell and argues that a warring nation cannot *annihilate* another without destroying a good customer—*surely* that kind of reasoning is akin to the ravings the New York *Herald* vulgarly terms tommy-rot. Warring nations do not annihilate each other. Germany did not annihilate France or destroy the French market for German goods. Japan did not annihilate Russia nor destroy her Russian trade. And if it were possible for Germany, or a combination of powers, to capture the Empire we would still be compelled to go on buying German goods—*with this difference*: Our conquerors might impose conditions we would not like. Evidently both the German Ambassador at the Court of St. James and Mr. Angell must overhaul their political economy. The only good business reason that ECONOMIC ADVERTISING has for dwelling on the subject lies in the fact that Canadian manufacturers, who are just beginning to cultivate foreign trade, are liable to be swayed by too impractical or too altruistic doctrines or both.

* * *

HAVE CONVICTIONS AND STICK TO THEM.

"Men who do things, who achieve results, have strong convictions; they believe something in particular, and believe it without reservation. A man who is willing to fight for an idea, to sacrifice everything in order to develop it, has something definite in his life, a specific certainty that will bring him out somewhere in the neighborhood of success.

A man without a policy, without a definite purpose, without a strong conviction of any kind, who believes a little of everything and not much of anything, who is willing upon pressure to relinquish his opinion on any subject, to abandon any idea he has conceived, whether it be feasible or not, who does not hold on to any one thing tenaciously, will never accomplish much in this world."—Exchange.

◆

Clever phrases do not make clever advertising.

⁂

Advertising should be an expression of individuality.

⁂

Cheap advertising counsel, like cheap clothing, does not wear well.

⁂

A wise old saying—if your business isn't worth advertising, advertise it for sale.

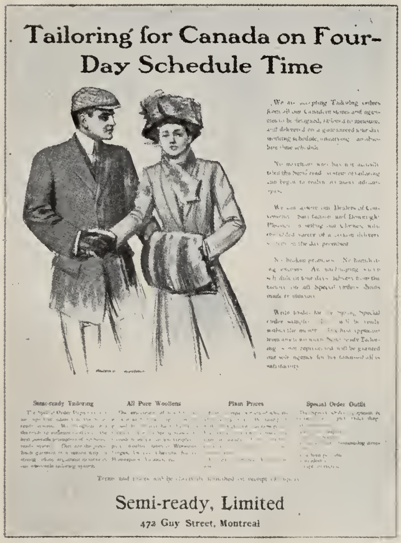
⁂

What gestures mean to an orator—what tone inflections are to a speaker's voice—so the proper display lines are to an advertisement.—Robert M. Banghart.

TROUBLES OF THE TRADE MARK ADVERTISER.

Alfred Wood, Vice-President, Semi-ready, Expresses the Opinion that Publishers are Sometimes Unmindful of Their Best Interests. His Opinions, Right or Wrong, are Worth Serious Consideration.

The problem of the trade mark advertiser in Canada has always been a difficult one. When the Canadian Press Association ventured an enquiry into the dearth of such advertising in Canada I very promptly told them that the publishers were in great part to blame. My criticism was not received with enthusiasm at their annual meeting, nor did I expect that it would be. But my experience with many of the known trade marks in Canada should give the opinion some weight.



Tailoring for Canada on Four-Day Schedule Time

Semi-ready Tailoring

All Pure Woollens

Plain Prices

Special Order Outfit

Semi-ready, Limited
472 Guy Street, Montreal

In the past fifteen years I have been closely associated with the advertising of three of the most valuable trade marks in Canada—the Dunlop Tire Company's "two hands," the Slater Shoe Company's "slate" and the "Semi-ready," a coined name. I have been in at the beginning—and afterward. From either a lack of principle, perhaps from careless revision, or from a dearth of knowledge on the part of the publisher all these trade marks have been infringed upon at some time or another by the Canadian newspapers. The infringements have been illegal and unfair.

In Winnipeg not long since a shoe advertiser was permitted to print in large type the name "Slater" shoe, though he had not a pair of Slater shoes in his shop.

In Calgary and in Edmonton the daily newspapers accepted advertising of "Semi-ready" clothes from advertisers who were clearly trying to do the legitimate name an injury. In the Edmonton case one newspaper accepted the protest entered, but persisted that the Semi-ready Company should give them as much space as they had lost by their refusal to insert the deceptive advertising. The other Edmonton publishers paid no attention to the protest because the Semi-ready ads were not running in their paper.

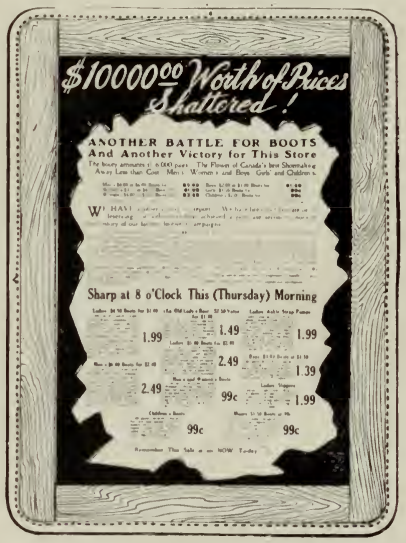
It is a shortsighted policy on the part of the publishers to allow this advertising to appear. It kills genuine and honest advertising and dishonest advertising dies of itself.

In Toronto recently an attempt was made to hold up the Semi-ready Company with a few suits which a dealer had purchased some three or four years before. "I'll advertise these, and do you harm if you don't buy them from me at the label value," said the dealer. And he actually found one publisher to help him—in Toronto, where the Semi-ready trade mark had been advertised for fifteen years, and in a newspaper that was carrying Semi-ready advertising.

What is the result? And how does the result affect the newspapers?

The President of one company in which I am a shareholder tells me that he is practically cutting out his advertising and will devote the year's appropriation to fighting substitution and infringements encouraged by the newspaper publishers. Direct proof of this encouragement can be cited.

This company intends taking action to protect their rights, and will not do any more newspaper advertising until substitution and infringement is stopped. They take the ground that by advertising as now they are helping their imitators and that they do not get the returns they are entitled to, and that the newspapers do not do what they should to protect them. "If they want to give their advertising full value," said this gentleman, "they should protect their advertisers against substitution in every way possible, even to the extent of giving frequent expositions of the rights of trade mark owners and making public the penalty for infringements.



$10000.00 Worth of Prices Shattered!

ANOTHER BATTLE FOR BOOTS
And Another Victory for This Store

Sharp at 8 o'Clock This (Thursday) Morning

1.99 1.49 1.99
2.49 1.39
2.49 99c 1.99
99c 99c

THIS IS NOT A SQUARE DEAL. ONE DOES NOT EXPECT A BIG DEPARTMENT STORE TO INFRINGE ON A TRADEMARK.

Many newspapers nowadays are wasting their efforts in boosting circulation, in finding places where they can get new subscribers at any cost. The circulation end of the papers shows a deficit. The new circulation is ofquestionable advertising value. Yet the publisher will pile up his figures and cheerfully ask the advertiser to pay for this hot-air circulation.

I cannot say that I agree with the advertiser who seeks protection in the courts, nor does the expenditure of money in this channel appeal. Few judges understand practical business. Fewer judges have any understanding of the trade mark law. How can they be expected to? The average judge has been a lawyer-politician. And usually a lawyer who goes in for politics does so for the reason that his profession does not appeal to him or he to it. So what's the use.

The upbuilding of a trade mark is not an easy task in a limited market like Canada. One must carefully consider every dollar of expenditure. Last year, of our whole Semi-ready appropriation, 85 per cent. was spent in newspaper advertising. To continue or to expand our advertising we must have fair and full protection. The publishing business in Canada was at a standstill so long as the copyright law did not protect the copyright owner from piracy. To-day the trade mark pirate can board almost any newspaper craft with the publishers' free permission. There are exceptions. Thank goodness, the buccaneer occasionally runs against a strong long-gun publisher.

◆

It is better to be sure than sorry.

* * *

Smile, man, smile.

* * *

Broken them yet?

* * *

What the business world needs to-day is a Jack-of-one-trade, not a Jack-of-all-trades.

* * *

When the foolish one is pessimistic he'll pass up good things, and when he's optimistic he'll plunge into fool ones.

* * *

Some of us remain ordinary because we steadfastly refuse to do our best unless we are compensated beyond our true earning capacity.

* * *

Felix remarks: "Any chump can be a brakeman but it takes a Man to be an engineer."

* * *

The thing that puts a man down and out is the let-up when he's almost "there."

* * *

Some people want earthly peace so bad that they feel they have to fight for it.

* * *

When we speak of "our faults," we usually mean "theirs," don't we?

SELLING ADVERTISING SPACE.

Seth Brown Can Say Much in a Few Sentences. His Opinions on Space-Selling are Worth Consideration—Not Because of What He Says, but Because of What One Can Read Between the Lines. —The Commercial Union. . . . .

Advertising space is blue sky. It is the background upon which a master can paint a business picture.

One of the chief difficulties which limit the usefulness of some advertising solicitors lies in the fact that they don't know what they are selling.

This is more largely true of the advertising business than any other.

Shoe salesmen know shoes.

Machinery salesmen understand machinery.

But the advertising space salesman who knows the value of the commodity he is selling is not the rule.

I fancy that it would be a good scheme for some publishers to place a tag or badge on their salesmen — something which would distinguish the "copy chaser" from the man who is intelligently selling advertising space.

Sometimes it is hard to distinguish one from the other.

Quite frequently the "copy chaser" is as well dressed as the real advertising salesman—good clothes are frequently his principal asset.

The real helpful advertising solicitor is welcomed in every office he enters. He benefits not only his own publication but is a source of decided satisfaction and help to advertisers and advertising agency men.

He is always getting new light on the value of his medium, giving his customers new angles and suggestions whereby his publication can be more useful.

The limit of his knowledge must extend far beyond his own medium.

He must be able to understand the purpose of the advertiser and show how his medium can be used to further such methods —fit into the plan.

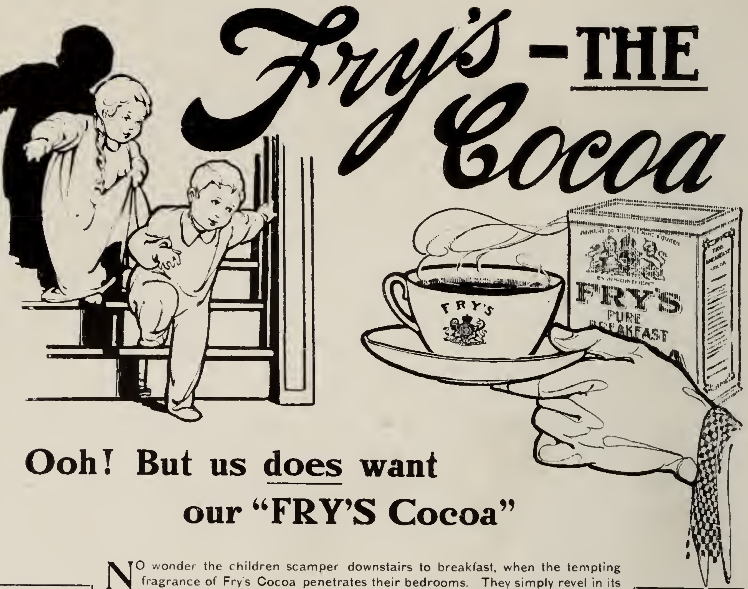
The limit of his salary is measured by the amount of real help and assistance which he can give to advertisers.

◆

Get your answer ready before you call the bluff and be sure it's a bluff.

* * *

The public benefactor of today is the man who corrals a million and hands back a hundred thousand with his name on the wrapper.



Ooh! But us does want our "FRY'S Cocoa"

NO wonder the children scamper downstairs to breakfast, when the tempting fragrance of Fry's Cocoa penetrates their bedrooms. They simply revel in its delicious flavor Every bit of the natural goodness of the Cocoa bean is retained in Fry's—the Cocoa Mothers who give their children Fry's Cocoa for breakfast regularly, have the satisfaction of seeing them develop into fine, robust men and women, because Fry's Cocoa has great food value. Being rich in proteids, it makes firm pink flesh, good rich blood and strong nerves.

That nerve-building quality of Fry's Cocoa, by the way, makes it the food-beverage supreme for hard-working grown-ups.

Above all other things Fry's, the Cocoa, is pure. Quality, purity and Fry's have been synonymous in the Cocoa world for over 180 years Doctors everywhere recommend Cocoa, especially in the nursery and sick room, and the best way to know the positive tissue-building qualities of the finest Cocoa in the world is to buy a tin of Fry's. Do that to-day, and you will surely learn what a comforting and sustaining beverage you can serve the family during these raw wintry days.

A tiny spoonful makes a big cupful of the finest and nourishing palate pleasing beverage that is the best thing anyone can drink A tin of Fry's costs very little considering how far it goes even though you use it daily for the whole household Only the purest and richest of Cocoas—Fry's—is as fully economical as this. The ultra purity of Fry's not only makes it economical but renders it the richest in body building values of all the food on your table

DR JOSEPH FRY founded the House of Fry at Bristol, England, early in the eighteenth century To-day the works, the largest cocoa manufactory in the world, employ nearly 5,000 people Messrs Fry hold Royal Warrants as Manufacturers of Cocoa and Chocolate to the Royal Houses of England, of Spain and of the Hellenes and they have received more than 300 Grands Prix, Gold Medals and Diplomas attesting the high merit and purity of their wares The highest medical authorities in England say "there is no flaw in its claim to be absolutely pure"

ASK FOR FRY'S, THE COCOA

Say "Nothing will do but Fry's."

25c the tin. At all good dealers.

FRY'S Nut Milk Chocolate

Fry's Nut Milk Chocolate is a delicious and wholesome sweetmeat Like Fry's Cocoa, it is absolutely pure and its flavor is really exquisite. This combination of luscious chocolate and nuts is a revelation to the palate, and folks who have tried this delightful confection once always make a very emphatic demand for Fry's when they want nut milk chocolate. Treat yourself to a cake to-day.

THREE SIZES

5c, 10c and 25c. At All Good Stores.

Trade supplied by
J. S. FRY & SONS Ltd.,
32 Colborne Street TORONTO

AN ATTRACTIVE PAGE AD WHICH APPEARED IN THE DAILYS RECENTLY. SOME THINK THE STORY MIGHT HAVE BEEN TOLD AS EFECTIVELY IN A HALF-PAGE AD, BUT THAT IS MERELY A MATTER OF OPINION. THIS ADVERTISING IS GOOD—STRONG ENOUGH TO INDUCE A FEW MORE ENGLISH ADVERTISERS INTO THE FIELD.

IN MAGAZINE LAND.

A Woman's View—From Judicious Advertising.

BY CHRISTINE BRANDS.

Are you tired of this hard old world? Nothing but work and grind—where everything goes wrong? Has the printer forgotten to make your cut? Does your fountain pen leak and the typewriter blur? Are you tired of hall bedrooms and boarding house fare? Do you sigh for a collar that will not wilt and a drink that will really cool?

Then come with me, for I have found the Utopia where everything from pans to petticoats, from salads to salaries, is perfect, durable, convenient, sanitary, where every human want's supplied—come with me and I will show you, come with me to Magazine Land.

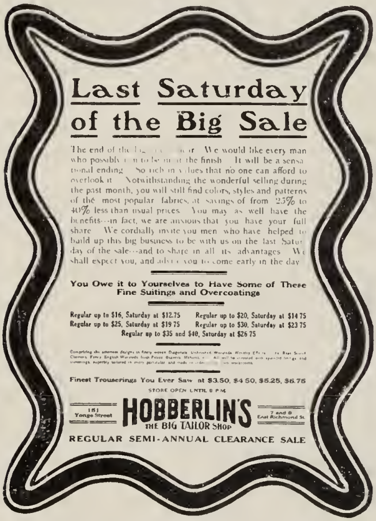
Pick up your latest copy of the Scribbler's Magazine and there stretching in wide vistas before you, page after page, lies Magazine Land, with Spotless Town to the right. Its houses are models of comfort and elegance. You may choose the Queen Anne, the Colonial or the Mission as your individual taste prefers. Gardens to the right of you, gardens to left of you, blossom and fructify. Shaded walks, fragrant shrubbery, shaded porches are yours for the asking in Magazine Land.

Could any homes be superior in finish and furnishings? They are heated with Ideal radiators that give a "Florida like climate to every room." The floors are painted with Jap-A-Lac and "wear like iron." The refrigerators are porcelain lined and never leak. The furniture is "hand made, of the best quarter-sawed oak," and how conveniently it is arranged! You may go to sleep on an Ostermoor—those "downy beds of ease"—and when you awake, step right into a Standard Bath Tub which is waiting for you on the opposite page, and take a refreshing plunge or shower!

To the book lover and student the libraries offer every advantage. Furnished with elastic bookcases, roller top desks, the most improved visible typewriters, the offices delight the business man. Here are found "new and enlarged editions of favorite authors," "Lives of Lincoln," the "six best selling books," works of fiction, fact and fancy, art portfolios—and Ridpath's History of the World!

How spacious and elegant the parlors! Do you hear the music? It is one of the hosts of Magazine Land entertaining his guests on the Angelus. *You* can hear it, too, and "play all the classic music yourself." "Don't waste years of study on scales and exercises but buy a Pianola and become the equal of Beethoven at once." Don't pay for expensive seats at the opera, purchase a phonograph in Magazine Land, and "hear all your favorite stars at home."

Then it's so easy to dress in Magazine Land! There's the Cluett Shirt, "on and off like a coat"; collars whose edges never get sawed; footform shoes and heels of new rubber—would there were hearts of new rubber, too! —at least, for those persons whose "head's in their heels," of whom there are a good many in this poor old world.



Last Saturday of the Big Sale

The end of the [illegible] We would like every man who possibly [illegible] to be in at the finish. It will be a sensational ending. So rich in values that no one can afford to overlook it. Notwithstanding the wonderful selling during the past month, you will still find colors, styles and patterns of the most popular fabrics, at savings of from 25% to 40% less than usual prices. You may as well have the benefits---in fact, we are anxious that you have your full share. We cordially invite you men who have helped to build up this big business to be with us on the last Saturday of the sale---and to share in all its advantages. We shall expect you, and advise you to come early in the day.

You Owe it to Yourselves to Have Some of These Fine Suitings and Overcoatings

Regular up to $16, Saturday at $12.75 Regular up to $20, Saturday at $14.75
Regular up to $25, Saturday at $19.75 Regular up to $30, Saturday at $23.75
Regular up to $35 and $40, Saturday at $26.75

Finest Trouserings You Ever Saw at $3.50, $4.50, $5.25, $6.75

STORE OPEN UNTIL 8 P.M.

181 Yonge Street **HOBBERLIN'S** THE BIG TAILOR SHOP 7 and 9 East Richmond St.

REGULAR SEMI-ANNUAL CLEARANCE SALE

THIS KIND OF COPY HAS BUILT UP THE LARGEST RETAIL CLOTHING CONCERN IN CANADA. NO MORE NEED BE SAID.

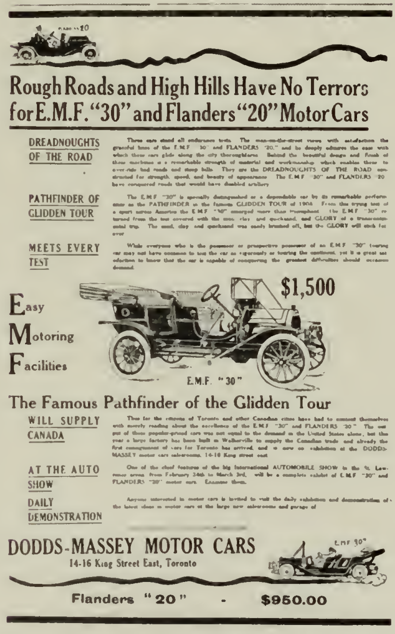
Here the razors require no stropping or honing. Mennen's imparts a "delightful softness to your skin," and Williams "does not smart or dry on the face." Has Time pyrographed a design of wrinkles on your once alabaster brow? In Magazine Land all women are perennially young and beautiful. They have that immortal gift that Eos wished bestowed upon her lover—to be immortally young—would any of us want to be immortally old? No, it is golden youth we clutch at, and we can find it in Magazine Land. Use Massage Cream, "rub out to-day the wrinkles of yesterday." "Velvety complexions over night." Wrinkled and withered skins made over—who will exchange old skins for new?

Are you tired of boarding house fare? Come and lunch with me in Magazine Land. The table is set with "Silver plate that wears," sparkling Libbey glass—and the Cream of Wheat chef shall serve us. All you need to do to the soup is "just add hot water and serve." Will you have some veal loaf—"Veribest"—or potted tongue, or a ham sandwich "branded with the devil, but fit for the gods"? Possibly you prefer one of the 57 varieties —baked beans with tomato sauce. Order a glass of White Rock, "absolutely pure," or a cup of Baker's chocolate (estab. 1780), which will "strengthen, sustain and nourish"; or if your nerves are weak and you have the "coffee heart," a cup of steaming Postum which "makes red blood." How many of us would drink it if it would only make "blue blood"! Now a slice of mince pie "like mother used to make," but first a salad with that inimitable dressing of Durkee's. No? Well, then, the mince pie, or if you disapprove of pastry, take Jello, "the delicious dessert," with a few Nabiscos, those perfections of the baker's art.

Would you buy clothes in Magazine Land? "Just send your measure and get this elegant and dressy waist for 4.79." "This hat prepaid to you for 1.43, money refunded if not satisfied." "Do you want to look stylish? Send for a catalogue showing how you can become stylish by mail, a postal brings it to you." "This spring suit made to your measure, satisfaction guaranteed." Are you not grateful for this magic of Magazine Land? Think, no tedious shopping, no standing to be fitted, no testy dressmakers to afflict you, you are dressed by mail in Magazine Land!

We hear from time to time that some poor sufferer has found a panacea for all human ills. We rejoice, we try the remedy, but alas, it does not affect a cure. But Magazine Land is the Eldorado of health that sufferers long have sought. No cure is too marvellous, no disease too stubborn. You can be made taller or shorter in Magazine Land. "Why be fat? Rid yourself of unsightly flesh." "What would you give to be well, to have a fine figure, vibrant health, rested nerves? You can be a cultured woman with a definite purpose, self reliant, full of health and vivacity which will make you a better wife, a rested mother, a sweeter sweetheart." Could any woman wish for more in her most purple dreams? Go, ye weary and heavy laden into Magazine Land. There "ten minutes a day will increase the size of your arms and chest." In one swift moment you may develop "grace, ease, poise, carriage and a fine figure." You may become slim and willowy, or heavy set and plethoric, with any gradation of plumpness and *embonpoint* you desire, just over night in Magazine Land.

Come, let us go for a spin!



Rough Roads and High Hills Have No Terrors for E.M.F. "30" and Flanders "20" Motor Cars

DREADNOUGHTS OF THE ROAD

PATHFINDER OF GLIDDEN TOUR

MEETS EVERY TEST

Easy Motoring Facilities

$1,500

E.M.F. "30"

The Famous Pathfinder of the Glidden Tour

WILL SUPPLY CANADA

AT THE AUTO SHOW

DAILY DEMONSTRATION

DODDS-MASSEY MOTOR CARS

14-16 King Street East, Toronto

Flanders "20" - $950.00

STRONG COPY OF THE REASON WHY SORT.

Your favorite car is waiting on the page. We can tour the Rockies, the Orkneys, or the Alps. It is only for you to choose. Or let us take a trip to Bermuda or the Gulf. If the climate is too warm, we have only to cross the page, and we find ourselves in the Yellowstone, and the next page will find us in Alaska. Perhaps you prefer fishing in the "greatest trout region in the world" with tackle bought in Magazine Land, or you want to paddle a Rushton Canoe. "Wherever you go, take a Kodak with you, it doubles the joy of the vacation." And for travelling companion take Phoebe Snow, and, of course, like her, you may always wear spotless white—"upon the road of Anthracite."

Magazine Land is the land of business opportunity. "Do you wish your salary doubled?" "Why not invest your money and triple it in thirty days?" "A hundred firms want *you* at once, and will show you how to build up your business and reap success." Here are propositions that will make you rich in two weeks, one week, nay, over night.

Do you wish to get into society? Do you long to meet congenial people? There are none but congenial people in Magazine Land. The men have style, their clothes have that indescribable knack of being well worn, that *esprit* which only a gentleman's clothes can attain. Their manners are charming, they smile at you in that gay Lothario way which goes straight to a woman's heart. Their shoulders are always athletic, and they are nearly always "tall and dark." Then there are no ugly women as we know. All women are young, pretty, vivacious, with marcelled hair, and skirts hung *just* the right way. They never get tired in Magazine Land, but smile while they varnish the floors, and wear chic little aprons and bows while they wash the clothes.

The dear children of Magazine Land! They never get dirty, oh no, nor tear holes in their clothes, oh, shocking! Like all good children should be, they are seen and not heard. They never cry, either, but play with their cats and dogs or sit in go-carts and cribs and smile all day. Babies are always fat, and measles and croup are unknown in Magazine Land. The blessed wee tots, *they* are perfect, too, and are dressed *a la* Jessie Wilcox Smith all day long, the dears! But they are Magazine children and, of course, you see, will some day grow up into the people of Magazine Land.

This is the secret of Magazine Land—the secret of its people, its houses, its business. It is the *optimism* which pervades it all that makes it the one, the true Utopia. Everything is perfect, everything is durable, all is youthful, hopeful, set toward success. Its people laugh instead of frown, its children coo instead of cry. It is a land where the millennium *has* come. So you when you are tired of this hard old world with its jars and frets and worries, must turn to that other world where perfection reigns, you must go to Magazine Land.

◆

To let—One front seat on the water wagon.

P. VERMETTE

POPULAR STORE

797-799 Notre Dame West

Bell Tel. M. 3506

BARGAIN! BARGAIN! Special Sale on Reduction

Our trade getting encreasing every day our stock too larger, we have to clear at very low prices, you can save money, the ***VERMETTE Store*** is well known for true sale. No buyer dissappointed on advertisement prices.

Come early after reception of this circular.

2c

200 doz White Handkerchiefs fancy chek in different sizes regular price for same is no less than 8c, see small price 2c

5c

10,000 yards of best Lawn, not small Remnants but from 5 to 10 yards lenght 42 inches wide, regular price 12c, our sale price 5c

5c

100 doz Bath Towels size 30 by 13 inches, colored border its should be cheap at 12c, but for justify our low prices sold at 5c

4¾c

1,000 yards Roller to ceilings very good and cheap at 8c, we have decided to make a special price by selling 4¾c

5¾c

1,000 yards colored striped Gingham in large remnants in 5 to 10 yards lenght, very cheap at 10c, we are selling above quantity for. 5¾c

4¾c

1,000 yards fine striped Flannellette in large pieces, all assorted colours regular value of 8c, for our sale 4¾c

1¾c

20,000 yd Torchon lace and Valancine lace, [illegible] wide Look the small price get same before it will be all sold at such price, only 1¾c

49½c

200 flannellette Blankets, colored border in blue or pink, for double beds size No doubt you are saving over [illegible]% on Look the price 49½c

59c

50 only white lawn blouses, rich trimming Prices should be low at $2.00, $2.25, $3.25. We have to clear the lot at 59c

1¾c

3000 yds white lawn embroidery open work, and wide It should be very cheap at 4 and c We are clearing some at the small price of 1¾c

17½c

20 doz ladies' fleeced, vest open front, long sleeves As long as it will last we will sell them at 17½c

3c

200 baby's bibbs, trimmed with very nice lace, is lot of samples Come to secure you off at 3c

Dress goods right place for it at P. Vermette.

15c

500 yards Diagonal serge Brown and Black all Wool goods, [illegible] inches wide cheap at 50c, for our price 15c

9½c

1,000 yds Dress good, plaid, assorted colors, green red very good occasion to buy dress such never come again on sale come at once 9½c

10½c

Union colored Cashmere double width assorted colors the choice will be offered at only 10½c

39c

10 pieces Black double width all wool Cashmere 42 inches wide, regular value of 75c, for this quantity we sell under cost 39c

59c

160 Black Sateen underskirts wide frill 15 inches wide gathered stitching price $1.50, for our sale 59c

99c

Woollen Ladie's norkfolk in white or blue colors regular price for some not less than $2.25, our sale price. 99c

59c

50 of the best $1.50 black sateen Blouses with silk appliqué, front plaited price $1.50, our Bargain days, we will sell only 59c

49c

00 girls' coloured Skirts, different sizes, regular prices for some $[illegible], $1.75, $2.00. Don't wait if you want to get it 49c

$7.50

Ladie's Coat, $15.00 for $7.50

$5.00

Ladie's Astragan Coat, $15.00 for $5.00

99c

Girl's Coats 99c

79c

Jersey Skirts, $1.50 for 79c

FURS

15c

If you look for Fur don't miss the best bargain never offered We are selling half price furs Boas, white, for. 15c

79c

00 pairs white lace Curtains, 3½ yds long, 60 inches wide. Regular price $1.25, for our cheap sale 79c

BARGAINS! BARGAINS!

15c

150 black ribbed ladies' Hose, large sizes, only 15c

Do not forget our Gents' Furnishings assortment the best goods the cheapest the latest style

5c

Men's shield Box ties assorted colors, very stylish you cant get better, quality and style for no less than 25c, remember our small price 5c

25c

100 Boy's heavy Ribbed colored sweaters don't wait long before buy that goods we are almost give it away 25c

39c

Come see our 25 doz lot 75c, Corsets for the sale our small price is. 39c

5c

2,000 yds grey Cotton very wide and heavy, do not miss this best bargain 10c, for. 5c

15c

Men's Police braces 25c, for 15c

19c

Wool Men's sock [illegible]5c, for 19c

12½c

Wool men's sock [illegible]0c, for 12½c

10c

Wool Men's sock [illegible]c, for 10c

6½c

Men's Colored Border Handkerchiefs 15c, for 6½c

49c

Men's Wool underwear 65c, for 49c

10c

Mufflers 25c, for 10c

5c

Patent Leather Belts 25c, for 5c

P. VERMETTE, POPULAR STORE

Bell Tel. M. 3506 *797-799 Notre Dame West*

H. F. LAUZON Printer, St-Champagne, corner Pompart

A TRANSLATION FROM THE FRENCH. FILE THIS AWAY. IN ITS SERENE AND TOUCHING SIMPLICITY IT IS UNIQUE.

"State the bald facts—then ab
These were the words of the
given instructions to prepare co

HERE ARE

CIRCULATION

Saturday Night sold for 5c a copy in 1909. It now sells for 10c a copy.

Saturday Night's circulation during January, 1910, was 4,000 greater than during January, 1909.

Saturday Night has now the largest circulation in its 22 years' history.

Saturday Night's circulation is

40 per cent. in Toronto.
35 per cent. in Ontario.
22 per cent. scattered throughout Canada.
3 per cent. scattered throughout the world.

"Toronto Sat

THE MOST FAMOUS AND MOST SUC

tain from "painting the lily.'"
publisher to the writer, when
y for "Economic Advertising."

TWO FACTS

ADVERTISING

Saturday Night carried 55,250 lines of advertising in January, 1909. It carried 68,381 lines of advertising in January, 1910.

In February, 1909, the amount of advertising was 55,250 lines. In February, 1910, it was 70,787 lines.

The average rate has been increased over 25 per cent., and more advertising has been refused and side-stepped than has been accepted, for Saturday Night absolutely rejects all but the cleanest, high-class legitimate advertisements.

urday Night"

SSFUL WEEKLY PAPER IN CANADA

THE POLICY OF SATURDAY NIGHT.

The policy of any notable newspaper always means much to a community and the policy of Toronto *Saturday Night* is worth more than passing attention. This virile newspaper concluded to drive fake promoters out of the Queen City some weeks ago, and the prompt achievement of its task deserves praise. Apparently the people of Ontario in particular and Canada in general have money to invest—at least they have had. But the inexperienced investor does not readily perceive the vast difference between legitimate enterprises and pure swindles—mining or commercial. *Saturday Night* has decided that it is about time the unwary should be guarded and its aggressive campaign against fake promoters has already won the gratitude of many and the commendation of all good citizens.

However, praiseworthy as the present campaign of *Saturday Night* may be, this newspaper has accomplished something that many superficial observers are apt to overlook. *Saturday Night* is *now* blazing a trail that most twentieth-century journalists considered with awe. It has demonstrated the fact that there need be no circulation deficit—or comparatively little of a circulation deficit. This paper was formerly retailed at 5c, but since the price has been doubled the circulation has been considerably increased. The people *are* willing to pay any reasonable price for a newspaper they really want: That much has been clearly demonstrated by the unwonted success of the *new Saturday Night.*

The average citizen will readily note and commend *Saturday Night's* clear-cut campaign for the simple reason that most men fully realize that robbing a community is more dangerous to business interests than the robbing of an individual. *Is the creation of a big circulation deficit warranted in a newspaper of Saturday Night's class?* That's the question that this famous paper puts up for the consideration of the publisher and the advertiser alike.

Ruts mark the road to failure.

* * *

The first requirement in writing an ad is to have a story worth telling.

* * *

The general public like puzzles as a rule, but, who you are and what you sell, is one they will not try to solve—if you insist on keeping it a secret by not advertising.

* * *

The editor was dying, says an exchange, but when the doctor bent over, placed his ear on his breast and said: "Poor man! circulation almost gone!" the dying editor sat up and shouted: "You're a liar! We have the largest circulation in the country."

PUNCTURING SOME ADVERTISING AIRSHIPS.

The General Publicity Notion. The Delusion that Circulation is Advertising. The Fallacy that Advertising is Salesmanship on Paper, etc.—From Printers' Ink. . . . .

By TRUMAN A. DE WEESE.

There is the prevalent notion that publicity is advertising. Perhaps it is for some kinds of commodities, but in nine cases out of ten it may be affirmed with reasonable certainty that publicity is mere notoriety; that it makes the name of a commodity well known without creating the slightest desire on the part of the consumer to possess that commodity. In other words, it popularizes a name without selling the product. It gives no reasons for the purchasing of the product advertised. Take Shredded Wheat Biscuit, for example. If we put the name of our product in an electric sign on the top of ten buildings in every city and town in the United States I do not believe that it would sell an extra case of biscuit. That would be publicity of a very expensive and dazzling kind, but it wouldn't sell shredded wheat. If we converted this expensive form of publicity into advertising, however, by placing two or three lines under the name of the product, telling what it is, how it is made, and why you should eat it, there is a possibility that even this sort of airship advertising might have some appreciable effect upon the sales of shredded wheat.

Another pet fallacy which apparently has a strong hold upon the minds of publishers and solicitors is the notion that "circulation" is advertising. In searching around for something tangible to offer the advertiser, the solicitor falls back upon a tabulated statement of subscribers showing them by towns and cities and villages. Of course the advertiser has no method of ascertaining the accuracy of these tabulated statements, and even if he had, he has neither the time nor the disposition to apply it. The fact is, a tabulated statement of circulation means nothing to the advertiser unless it can convey to him some idea of the quality of the circulation. A hundred thousand subscribers to a publication who do not wear suspenders are of no value to the advertiser who is in the suspender business. This is where the selling of mere circulation to an advertiser becomes an expensive joke. Not one advertising representative in a hundred takes any account of the advertiser's peculiar proposition, nor does he pretend to analyze his product in any way.

The buying of a circulation that doesn't "circulate," or a circulation that doesn't reach possible consumers of a particular product, is the source of the greatest waste in modern advertising

Another popular fallacy which has attained great vogue among clever advertising men and which might as well be punctured at this time is the notion that all advertising must be "salesmanship-on-paper." Quite a number of clever and prolific writers who have the gift of felicitous utterance have been ringing the turn on this expression for several years past, until many advertisers have been led to believe that advertising which is not "salesmanship-on-paper" is not advertising. This is a misleading fallacy which should be vigorously combatted by those who are in the advertising business. I am not in the general advertising business. I am spending the money of a big corporation to advertise their products. If I were in the advertising business, however, I would combat with all the resources at my command the theory that all advertising must effect direct sales of merchandise. As a matter of fact, only mail-order advertising may be said to be "salesmanship-on-paper." Although our company spends a half million dollars a year in all forms of advertising, we are not able to trace direct sales to any particular advertisement in any particular medium. Our advertising is all educational.

And then there is the fetich of "plain talk" copy, an airship in which a good many deluded advertisers are sailing and which no one seems to take the time or trouble to puncture. "Plain talk" copy is all right until it degenerates into mere gabble and drivel. There is such a thing as getting too familiar with the reader. Familiarity sometimes breeds contempt in advertising as well as in social intercourse. "Plain talk" if persisted in by a writer who has the gift of gab is very apt to peter out into flatulent flapdoodle. Talk is cheap—except when it is printed on a magazine page that costs $6 a line. Of course it all depends on the commodity advertised and the kind of people you are trying to reach. The kind of women who buy washing machines can sometimes be effectively appealed to through back-yard, clothes-line conversation; but this sort of drivel cannot be used to interest a business man in an automobile.

And this brings us to another airship in which vanity sometimes rises into realms of fog and foolishness—that is, the idea that the portrait of an advertiser adds anything of advertising value to an advertisement, or that it increases the desire to possess the article advertised. I have defined advertising as "the art of creating a new want." Does the picture of Mr. Gillette fill you with the desire to use his safety razor? There is a lot of fatuous flubdub in the trademark argument. The only trademark that could ever give real advertising value to a safety razor is the picture of the razor itself, or a picture of some person in the act of using it. Is Mr. Gillette selling his face? I don't believe the picture of the average face inspires confidence. I think it merely impresses the reader with the overweening, overpowering vanity of the advertiser.

Another airship that has been exploded a good many times, but is still pushing its balloon-like proportions through advertising space is the notion that a modern dealer is anything more than a distributor. Time was when the retailer might have been properly regarded as a salesman. Under the twentieth century development of advertising, however, he is merely a part of the vast machinery of distribution through which manufactured products finally reach the consumers. This applies to the dealer in staples as well as the dealer in specialties, for we have arrived at the time when advertising is not confined to specialties but is employed by the big manufacturers of staples to create a demand for their particular trade-marked goods. You can easily remember the time when to advertise a particular make of white flour would have been regarded as a sort of commercial sacrilege—an unnecessary and wanton waste of the profits accruing from the milling industry. In the last few years, however, the rapid strides of the whole wheat breakfast foods in popular favor have drawn the big millers into very extensive and expensive advertising campaigns in an effort to popularize their particular brands of white flour. In the meantime the people are being gradually educated to make whole wheat foods a more impor-

A
Pass Book

from the Traders Bank is worth more than the balance which it shows in actual cash. The money in the bank is safer than in your pocket, and it is *money saved*—put away where it is earning interest, and is not at all likely to be drawn and spent.

If you haven't a Savings Account already, *now* is the best time left to start one.

THE TRADERS BANK OF CANADA

9 Branches in Toronto

BETTER THAN USUAL —FOR A BANK.

tant feature of their daily dietary, and so we witness a strenuous struggle among the big white flour millers to hold their business—a struggle almost as strenuous and interesting as the efforts of the big breweries to stem the tide of prohibition that is sweeping up from the Southland. It is the business of modern advertising to create a demand for manufactured commodities. The retailer simply supplies the demand. He is no longer a salesman. He has no time to be a salesman. He is a distributor.

Another airship that has a rainbow attachment without any rudder or steering gear which coaxes thousands of farmer boys away from the cornfields to the cities is the notion that you can make advertising men through correspondence schools. You can't make Long Island squabs out of billy-goats by correspondence lessons. If you want squabs you have to breed them. You have to breed advertising men; you can't make them by correspondence. Advertising calls for creative talent—for inventive faculty. It is easy to sell space, easy to manufacture plates for newspapers and magazines, but somewhere behind the guns is the artist, the writer, the manufacturer of ideas. He is born, not made. The most you can get from correspondence schools is general and sometimes valuable information regarding the practice of advertising; also possibly a better knowledge of English composition. No genius ever devised a system of correspondence lessons clever enough to put the creative, inventive faculty in a brain where nature didn't put it.

Another foolish fallacy that is responsible for much "dry rot" in advertising is the notion that an advertising man should be a "desk man." No man ever evolved any new or original idea regarding the exploitation of his own product by sitting at a desk listening to advertising solicitors or by dictating letters in answer to their requests for advertising. As a matter of fact, the waste-basket is the proper place for seventy-five per cent. of the letters that reach the advertising manager's desk. Most letter-writing is a waste of precious time and gray matter. Ideas are the things that count in advertising.

Out at East Aurora, Erie county, New York, is a man who quit the soap business a good many years ago to found a shop for making and selling ideas. A man with a brain bulging with phosphorus plus was too big for the soap business. You may not like all the ideas that come from the "headworker" of the Roycroft shops, but you will have to agree that he is clever enough to cash in most of these ideas at a good price and that the Roycroft institution is one of the great advertising successes of this country. Ideas are the dynamics of advertising. Go out and get them.

CAUGHT AT LAST!!

What Do Advertisers Think?

To Intelligent Advertisers Who Abhor Frauds

If a newspaper gave the impression that your advertisements in its pages would go to 100,000 purchasers of it, and if it were absolutely true that the 100,000 claimed was actually away down to 70,000, what would you think of the newspaper that would claim to be giving you publicity of 100,000, charging you for 100,000 and giving you short weight 30 per cent? LA PATRIE has made a discovery—a most important discovery—of a clever trick to fool the advertisers into believing they are getting 100 per cent. of 100,000, instead of 70 per cent. In the meantime we will treat as confidential all communications. We only want to know whether advertisers are interested in such frauds. For those deceptions are gross frauds by which advertisers are robbed of tens of thousands of dollars.

(This copy was inserted in LA PATRIE of Saturday, the 19th ult.)

In getting up

Designs and Illustrations

it is a good plan for every advertiser to get acquainted with

A GOOD ARTIST

because—

The Advantage of consulting with a practical man is obvious,

and—

The Artist's time is all you have to pay for.

I make the Drawings and look after the cuts of some of the best advertisers in Canada. In dealing direct with me they get the finest of Drawings at straight prices.

PHONE MAIN 3275

JAMES McHARDY
ADVERTISING ARTIST
77 Victoria Street
TORONTO

Follow the Big Advertisers in the New Magazine

The history of Canadian Journalism contains no parallel to the success of

The Canadian Century

From the first issue the new magazine took its place in the front rank and with its second month it is the undoubted leader in its class.

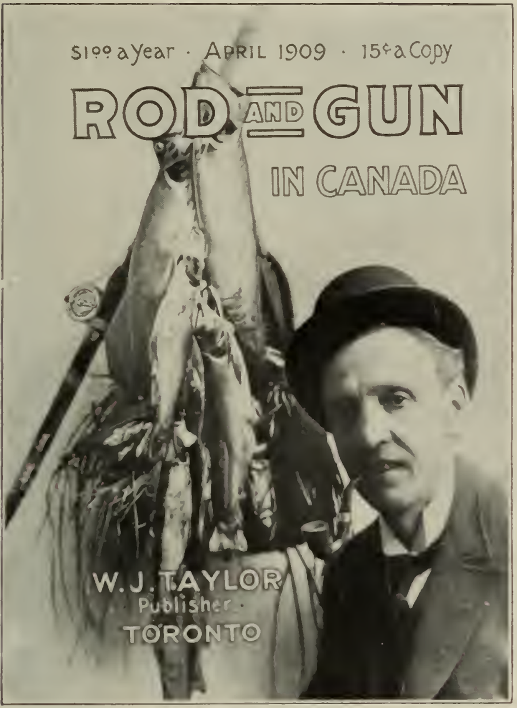
Never before have national advertisers taken space so soon after the initial issue of a magazine. The big concerns are nearly all represented.

The Reason is Simple

The Canadian Century fills a long-felt want. It is the real National Magazine.

THE
Canadian Century Publishing Co. Limited
MONTREAL

TENS OF THOUSANDS WELL-TO-DO SPORTSMEN



Read This Magazine Every Month and Buy the Goods Advertised

—

Sportsmen Are Always Looking For Something New

HERE'S THE PROOF

THE SANITARY PIPE COMPANY,

Rochester, N.Y., November 3rd, 1909.

Gentlemen,—Enclosed please find copy for the December number of ROD AND GUN. Kindly see that our instructions are followed out re the key number.

You no doubt will be very much pleased to learn that ROD AND GUN stands second on our list; and as we are using nearly all of the leading publications, we look upon your publication as one that can be depended upon for orders at the least cost. As long as ROD AND GUN keeps up this record with us, you can rest assured we will continue advertising in your magazine.

Yours very truly,

THE SANITARY PIPE CO.,
E. J. GALVIN, Mgr.

To ROD AND GUN IN CANADA, 5 King St. West, Toronto.

ADVERTISING REPRESENTATIVE

We have an opening for a first-class experienced man. Applications confidential. Call or write.

Toronto Saturday Night

The Essex Constituency has 60,000 People

IT IS INDISPUTABLE THAT

THE WINDSOR RECORD

is read in more of their homes than are the other eleven publications combined

Here's a Real Live Advertising Proposition

Established A. D. 1872

The Quebec Daily Telegraph

has a larger circulation than the combined issue of all other English papers in the city and district.

Completely destroyed by fire Feb. 22 1907, and again on Nov. 28, 1907, without losing an issue on either occasion

Entirely Occupied By The Telegraph

New Building Costing $100,000

22,000 feet of floor space — 21 Electric Motors
Complete New Plant

IF YOU WANT

A well set up advertisement which will be read by all classes, use the columns of the

"TIMES," HAMILTON ONT.

Daily and Semi-Weekly. **Goes into the homes**

One of the largest printing establishments in Canada.

Would like to do your work

Mr. General Advertiser,—

Do you know that you can place your advertising every week before 200,000 subscribers in our Combination of over 200 Canadian Weekly Newspapers?

Do you realize the enormous territory that you will cover in two hundred different newspapers?

You can appeal to this great field with no more worry and no greater expense for electros, correspondence, or checking of advertisements than you would require to place your advertising in any one single newspaper.

The low cost will astonish you. Send for further particulars.

200 Newspapers.
200,000 Subscribers.

The Wilson Publishing Company
of Toronto, Limited.

HERE

is a well known 44 year old fact.

THE

FARMER'S ADVOCATE

AND HOME MAGAZINE

(ESTABLISHED 1866)

is the leading authority in Canada on all Agricultural subjects.

Its circulation is among the best farmers in Canada, and is not equalled by any other agricultural publication.

Send for sample copy and advertising rate card.

ADDRESS:

The WILLIAM WELD CO.,
Limited
LONDON, - CANADA

For Financial Advertising

THE

Morning Chronicle

LEADS

The "HALIFAX MORNING CHRONICLE" is recognized to be an unexcelled medium for financial advertising in Eastern Canada.

Its financial pages are daily perused by investors, capitalists and business men, as they contain reports and financial news not found in other papers.

Read what F. B. McCurdy & Co., one of the leading financial institutions of the Maritime Provinces, say in reference to The Chronicle as a medium:

"Chronicle Publishing Co.,
"Halifax:

"Gentlemen,—We wish to express our appreciation of the manner in which our 'Ads' are displayed in your paper.

"We are much pleased with the results obtained from our advertisements in The Chronicle. This is doubtless practically due to the excellence of your financial page, which contains reports and financial news not found in any other daily paper east of Montreal.

"Yours very truly,
"F. B. McCURDY & CO.
"Dict. F. B. McC. M."

Get Our Advertising Rates

THE CHRONICLE PUB. CO.
Limited
Halifax - Nova Scotia

Hamilton

Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc.. Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

The oldes newspaper in Canada is "The Gazette"--Established 1778

The Gazette
MONTREAL

The only English morning daily in Montreal is "The Gazette."

The Beacon Light of the Stratford District

Stratford, Ont., is a manufacturing city, population 15,000. It is surrounded by the best dairying country on the continent, and it has tributary to it the progressive towns of St. Marys, Mitchell, Seaforth, Clinton, Tavistock, New Hamburg, Milverton and Listowel.

The STRATFORD BEACON (daily and weekly) covers this field, the daily edition by carriers each evening in several of the places named.

The papers are well written, well printed, and the daily has a special afternoon telegraphic service.

The Daily Beacon has a guaranteed circulation of 2,500 and Weekly 2,700. The general advertiser will find both editions valuable mediums for exploiting the merits of his product.

Very reasonable advertising rates. Send for card and sample copies, or consult any of the leading advertising agencies.

W. M. O'BEIRNE, Publisher.

The fastest growing city in Canada to-day is Vancouver, B.C And the fastest growing weekly paper in Canada is the

SATURDAY SUNSET Published in VANCOUVER

It is the finest weekly paper West of Toronto. It reaches the cream of the buying public in British Columbia. It is the cheapest advertising medium in the West, because it has the highest percentage of buyers among its readers.

Every advertisement in the paper is printed alongside reading matter. It has the fairest makeup for reader and advertiser that could be planned. The Saturday Sunset will give your goods the best introduction to the best buyers in British Columbia.
Write for sample copies, rates and information.

THE SATURDAY SUNSET

VANCOUVER, B.C.

Consumer Advertising is Good Policy, but—Don't Ignore the Dealer. : : : :

It is obvious that the good-will of the men who retail your product is worth cultivating and maintaining—especially as it costs so little to accomplish.

Quite often the attitude of dealers makes or breaks a consumer campaign.

Persistent advertising in his trade paper is the *tried* and *proved* way to the dealer's good will.

The MacLean Trade Newspapers have the status of *authorities* with their readers. It will certainly pay you to advertise in those of the MacLean Papers that reach *your* dealers.

Our ad-writers are experts in trade-paper advertising; let them prepare your copy.

THE MACLEAN PUBLISHING CO'Y,
LIMITED

Office of Publication, 10 Front St. East, Toronto

PUBLISHERS OF

The Canadian Grocer, The Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Plumber and Steamfitter, Canadian Bookman, Millinery Review, Power House, Financial Post, Busy Man's Magazine.

Specially Designed

SHOW CARDS

enhance your individuality. We prepare exclusive designs and illustrations to suit your particular business. Any style or shape you desire—high grade workmanship—prices reasonable. Write us, our representative will call and submit ideas for that new hanger or show card.

ROLPH & CLARK, Limited,
Simcoe and Pearl Streets,
Toronto, Canada.

Printing
at the Shop of Quality—Service and Fair Price

TRADE MARK

The well-dressed salesman generally makes good. His appearance counts. Your publicity should be notable for its *refinement and distinction*. Good printing is inexpensive. It pays for itself. We give prompt attention to every order.

The Hunter-Rose Co.
Limited
12-14 Sheppard Street - - - Toronto

THE CALGARY DAILY HERALD

Recognized as the leading Daily Newspaper between Winnipeg and the Pacific Coast. The Herald swears to a larger circulation than any other daily paper even lays claim to

Examination of American Association of Advertisers just completed.

Full particulars and rates direct from this office or from any authorized agency.

HERALD PUBLISHING CO., Limited
CALGARY, ALTA.

Sworn Circulation for month of December,
7192 Copies Daily Average.

"You cannot cover Alberta without 'The Herald'"

COBALT

The Greatest Silver Mining Camp in the World

The Newspaper printed on the spot

The Cobalt Daily Nugget

Has the largest circulation of any paper printed in a city of the same population in North America. Only daily paper outside the largest cities which prints a Saturday Illustrated section. Two features of this section alone are worth the price of subscription.

In Canada, $5 per year.
Other countries, $7 per year.

Advertisers acknowledge the worth of The Nugget as an advertising medium on account of its wide circulation.

Another

Record Broken

During the month of January, 1910, **THE NEWS** exceeded all previous records for the month of January in the history of the paper by 340 columns.

Toronto's Acknowledged Home Paper

Nova Scotia

is covered by **THE HALIFAX HERALD** and **THE EVENING MAIL** as Ontario is covered by The Globe and The News and Star. Not only the city of Halifax, but every incorporated town, village, and farming, fishing, and lumbering district in the Province is covered, while The Herald and Mail circulation in the mining and manufacturing centres exceeds that of any other Halifax paper at the ratio of 3 to 1.

"The Same Flat Rate for the Same Service to Everyone."

Sworn circulation and details of distribution furnished every advertiser. Thus the advertiser knows exactly HOW MUCH publicity he is getting for his money, and exactly where the circulation is—the respective towns and counties.

All contracts accepted upon this understanding. "Don't stay if it don't pay at our flat rate." If interested, communicate with

WILLIAM DENNIS
THE HALIFAX HERALD THE EVENING MAIL
HALIFAX

THE OPEN DOOR TO CENTRAL ALBERTA HOMES

NOVEMBER
CIRCULATION
3,380 COPIES
DAILY

THE WANT
AD. MEDIUM
OF EDMONTON

At the
top in service
to advertisers
and its audience

DISPLAY RATE 1 1-2 CENTS
Per Agate Line, Flat

Position, when available, 25 per cent, extra

THE EDMONTON JOURNAL
Morning Evening Weekly

M. R. Jennings, Editor and Man., Dir., Edmonton, Alta.

— TALK WITH —

LONDON

AND WESTERN ONTARIO

through the columns of the

LONDON ADVERTISER

17,000 CIRCULATION

We've got it, because we invite examination of our books and lists.

WE LEAD: TEST US

THE SUN
(2c. Morning)
THE STAR
(1c. Evening)
THE NEWS
(Weekly)

14,000
Daily
90,000
Weekly

The largest and best circulation in New Brunswick

The record of the past year against increased competition :—

Circulation increased by 20 per cent.
Advertising increased by 25 per cent.
Rates increased by 10 per cent.

and the growth is continuing.

Advertising rates for 1910, in effect Jan. 1st ; Minimum on 5000 lines :

The Sun	**The Star**	**Sun and Star**	**News**
1¾c. agate	1½c.	3c.	1c.

Sun Printing Co., - St. John, N.B.

The Catholic Record

Published Weekly **LONDON, ONT.** **Subscription $2.00**

The Catholic Record has a Sworn Circulation of 21,700 going into the best Catholic homes in every province in the Dominion. The Catholic Record circulation reference booklet tells just where these 21,700 copies go—province by province—postoffice by postoffice. The circulation by province totals thus:

Ontario	11,600	Nova Scotia	2,532
Quebec	890	P. E. I.	1,275
New Brunswick	1,316	N. W. Provinces	2,516

Newfoundland and Foreign....1,579.

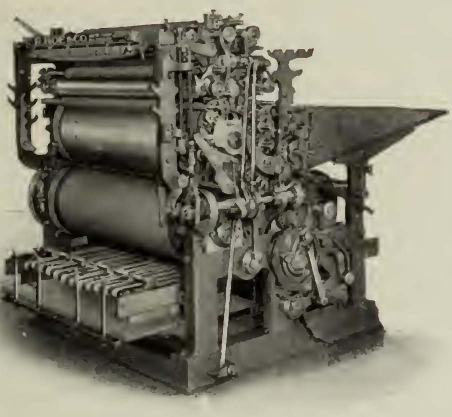
Wouldn't a circulation of this high class—distributed in this way—sworn and guaranteed suit your proposition?

Write for Circulation Reference, Booklets and Rates

THOMAS COFFEY, Proprietor and Publisher

THE CANADIAN GOVERNMENT

is using one of our Rotary Offset Presses for map and other high grade printing. They are also being adopted by the foremost houses of the world for all kinds of Commercial, Half-tone, Type and Color Printing.



Made for Automatic Feed or Hand Feed

WE WOULD LIKE TO TELL YOU MORE ABOUT THEM — MAY WE?

Our machines all embody the latest practical improvements, combined with the well-known Hoe qualities of

Strength and Durability

R. HOE & CO.

504-520 Grand Street New York, N.Y.

ALSO AT

160 St. James St.,
Montreal, Can.

7 Water St.,
Boston, Mass.

143 Dearborn St.,
Chicago, Ill.

109-112 Borough Road,
London, S.E., Eng.

8 Rue de Chateaudun,
Paris, France.

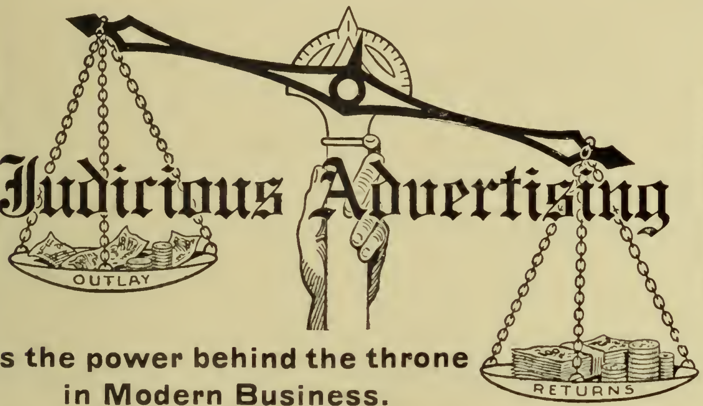
Collier's Policy

WHATEVER standing Canadian Collier's enjoys as a national publication has been through its constant appeal to people of character and substance. With its advertising columns Canadian Collier's studies to appeal to the same substantial class of people, seeking only such advertisements as are in themselves straightforward.

Canadian Collier's policy of bringing good merchandise to a good clientele is so firmly established that the publishers will make good any loss suffered by its subscribers through fraudulent advertising. This endorsement of each individual advertisement assures Canadian Collier's readers of fair dealing and gives each advertiser that essential to his success—confidence between reader and advertiser.

Guaranteed circulation over 30,000 weekly.

E. C. PATTERSON
Advertising Manager
NEW YORK CHICAGO BOSTON
A. H. BLIGHT
Canadian Advertising Manager
47-51 King St. West, TORONTO



Judicious Advertising

**is the power behind the throne
in Modern Business.**

By judicious advertising we mean the handling of a client's appropriation so as to secure the very best returns for the outlay, accomplished by the following means:

1. Using the best mediums for advertising our client's particular line of goods.
2. Displaying this advertising in an artistic manner so as to catch the eye of the reading public.
3. Securing the very Best Rates along with a Good Position in each medium used.

We are prepared to take full charge of your advertising--write your ads, do the composition, make the necessary plates and place the advertising in as many papers as required.

ASK FOR QUOTATIONS.

THE CENTRAL PRESS AGENCY, LTD.
70-76 PEARL ST., TORONTO.
F. DIVER - - - - - - - MANAGER.

The First Month of
The Globe's
New Year

The month of February begins a new financial year in the history of Canada's National Newspaper.

ANOTHER STEP FORWARD.

The advertising records show an increasing patronage, as the following figures indicate:

1907	1,331
1908	1,180
1909	1,199
1910	1,391

An increase of 192 columns over the month of February of last year.

AN EVIDENCE OF APPRECIATION.

The business men who have given the subject of advertising their careful consideration are to be found using the columns of The Globe regularly.

Those who have not yet used its columns might profit by the experience of those who are doing so, and share in Canada's increasing prosperity.

Toronto, March 1st, 1910.

APRIL, 1910

Economic Advertising

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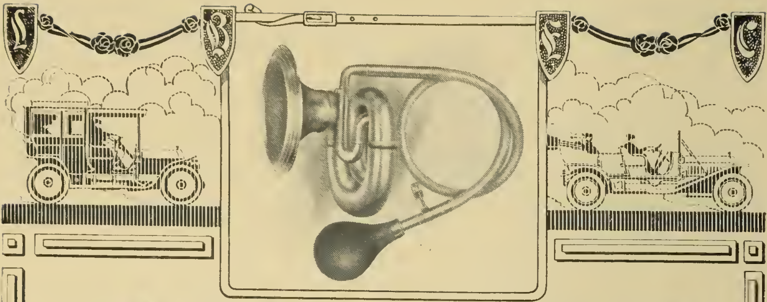
Etc., Etc.,

WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA



TOOTING YOUR HORN

is one way to attract attention ; good advertising is another

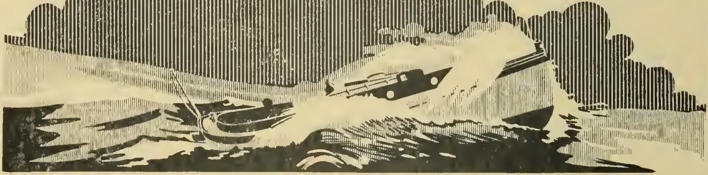
Advertising to be effective, must be carefully planned, well written and judiciously illustrated

We are BLOWING OUR HORN to attract attention to our facilities for the handling of your illustrating requirements

A line when you are in the field for Catalog, Booklet or Newspaper Engraving, will receive prompt attention

We would appreciate an opportunity to demonstrate our ability

LEGG BROS. ENG. CO.
5 JORDAN ST. TORONTO.



The World's Greatest Newspaper

The Vancouver World carried in 1909 more advertising than any other newspaper published in the entire world, notwithstanding the claims made by some American papers, as the following comparison will show:

Total Advertising for 1909

	COLUMNS.
The Chicago Tribune	37,814.85
The New York World	37,508.16
The New York Herald	34,427.04
The Vancouver World	**48,092.06**

Which shows a gain of 10,278 columns over the Chicago Tribune, which paper claims to carry the largest amount of advertising published in the United States.

Although the World has furnished the large papers of the United States with statements of its advertising, they ignore the fact that in British Columbia, in the city of Vancouver, there is a daily paper that is the greatest advertising medium in the entire world, and confine their comparisons to their own country.

The papers mentioned above publish seven days in the week, The World only six—DRAW YOUR OWN CONCLUSIONS!

Sample copies and advertising rates and other information will be furnished on receipt of postal request.

THE WORLD Vancouver, B.C.

"The Toronto World"
(DAILY AND SUNDAY)

Has a Quarter Million Readers EVERY DAY
IN THE YEAR.

BRIGHTEST NEWSPAPER BEST ADVERTISING MEDIUM
GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

PROSPERITY IN MONTREAL

All conditions point to this being the Banner Year in the Commercial Life of Montreal. The Manufacturers, Wholesalers and Retailers expect big gains in their last year's business and expect to make a still better showing during 1910.

This is especially true of the

"Daily Witness"

During the past six months The Witness has been reorganized in every department.

Its size has been almost doubled.

$15,000 has been expended in increasing circulation, with the result that thousands of new subscribers have been added.

Absolutely modern presses, type and equipment have been installed.

All these things have tended to a

Great Increase in Its Advertising

Just for example—In January, 1909, there were 457 Columns of Advertising Space used—In January, 1910, there were 760 Columns, or just about double, or an increase of about 2 pages (4,200 lines) a day.

We expect February to show an even more marked improvement. And each succeeding month better yet.

Write for our Rate Card and Copies of our publications.

"THE WITNESS" : Montreal

We produce different and better advertising. Our campaigns are planned and carried out in accordance with the special requirements of the business. The copy we produce creates the biggest demand for the goods in the shortest time at the lowest cost. Tell us your advertising problems. We may be able to solve them. It costs nothing to find out.

WOODS-NORRIS LTD.,
Mail Building,
Toronto.

A Monthly Magazine published in the Interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, April, 1910. No. 4.

Straight Talks

LOOKING AHEAD.

THE individual who literally obeys the scriptural mandate—Take no thought for the morrow—may be sincerely religious, but no one can doubt his amazing improvidence. The lusty young nations of the British Empire must look ahead, if they would be classed among the world's first powers a century after this.

Canada is a paradise for the aggressive foreign manufacturer. The development of our immense natural resources will make her more of a paradise than ever for the same gentleman, if we do not wake up! The shrewd intellects that control the manufacturing destinies of the United States are quite obviously aware of this. Uncle Sam never gives up something for nothing. He sees *that* swelling procession of his sturdiest sons treking into our great North-West. These men have money. They are wise livers and good buyers, and their buying capacity will be practically unlimited a decade after this. While politicians on both sides of the line have been entertaining us with baby politics and tariff hysterics the cool, calculating Yankee manufacturers have been bombarding the Canadian consumer with advertising literature and doing that with considerable success. We are a cosmopolitan people and when once we are convinced of the merits of an article we cheerfully pay the price. Whether it is manufactured on the Rhine or in Nashville, Tennesee, matters not at all. A similar article, perhaps somewhat superior and a little cheaper on account of the impost, may be manufactured in Canada. But—we do not know anything about it. If the foreign article proves reasonably good won't the domestic manufacturer have to do tremendously effective advertising to even induce us to give his product a trial?

* * *

TOO LATE TO ADVERTISE.

"It's never too late to mend" as the Irishman said when his mate fell from the roof of a high building, breaking his neck. It's never too late to advertise if you've more money than the other fellow who has sliced off the best of your market while you were sleeping. But the chances are that he has a little more than you.

Sometimes we amuse ourselves by criticising the government—the laxity and shortsightedness of our statesmen.

The words and actions of our political leaders are often ludicrous and ridiculous from our point of view. But—suppose the Laurier government allowed a foreign army to march into the heart of one of our provinces—allowed that army to build up an impregnable fortress and levy taxes on the surrounding country and then quietly defer the debate on the action to be taken to next session or next year! Suppose any government acted so insanely what would the people of the country do?

Last year we bought $190,000,000's worth of goods from American manufacturers. We sent that huge sum across the border not because of favorable tariff conditions, but simply because we knew a great deal about them. The products of Yankee manufacturers compare favorably with the products of any nation on earth. *They are almost as good—if not quite as good—as the products of Canadian manufacturers.*

In 1920 we will buy $300,000,000's worth of goods direct from the States, tariff or no tariff—plus the millions of dollars we'll invest in the product of American houses established in Canada. When that time comes *it will be too late* for 75 per cent. of our manufacturers to advertise. Yankee commercial tactics will have scored another signal victory. It's my humble opinion that no tariff schedule can be evolved that will keep out meritorious foreign products *aggressively and judiciously advertised in this market.* The mass of intelligent citizens would not stand for it. Fifty cents on a hat or a pair of shoes will not keep the average man from buying the hat or shoes he has been convinced are the best—through advertising.

There's just one logical conclusion. Since the effect of advertising, in building up huge commercial institutions and cornering foreign markets for their products, has been amply demonstrated it's up to the Canadian manufacturer to conserve his rapidly developing market through advertising. There is no other feasible way.

Any mediocre politician could evolve a tariff schedule that certainly would nourish infant industries. But—what about the big mass of our citizens who are not interested in the pecuniary welfare of these *sainted* industries. You may manufacture collars and shirts, or automobiles. Certainly we would like to see you make a glorious success of your business. But if we know the selling arguments of your foreign competitors —if we know exactly why their goods are meritorious and worth the money, *while knowing absolutely nothing about the merits of yours*, why, of course, your foreign competitors are pretty liable to get our dollars.

Tariff debates interest folks who know nothing about the tactics of commerce. Picturesque incidents occur! The whole subject is plastered with hoary flap-doodle. A community advertising campaign on the part of a dozen big American manufacturers would pulverize the highest tariff wall the Canadian people would stand for. Stop lobbying!

Advertise!!

* * *

THE PROPER COURSE.

The average citizen willingly extends a preference to domestic products, when he knows that they compare favorably with competing lines placed on our markets by foreigners. Why not tell the merits of your goods to the largest possible number of buyers. The consumer is no seer. He cannot divine things and would not if he could. He's too busy. There's no chivalry in business. The spread of education has destroyed clannishness. It is destined to destroy every vestige of that narrow patriotism based on Selfishness.

You may manufacture the best piano, automobile, agricultural implement, shoe, food or underwear that money can buy. Your product may be reasonably priced. You may go on perfecting your product for generations and fail to create half the business of the competitor whose goods and processes of manufacture are inferior—if he's an advertiser.

Yes, it used to be somewhat different. Big business institutions are in existence which have done no appreciable advertising. They tell you that their business is increasing without the aid of judicious publicity. True; but not increasing in ratio to the facilities, capital invested, size of the business and population of the country.

There's no business concern in Canada increasing its trade in ratio to the amount of money invested in it and the increase in population without serious and effective advertising.

A glance over the balance sheet at the end of your fiscal year is not enough. Despite the superiority of your product your numerous competitors are also forging ahead. Where are they getting the business? Prosperous times and due increase of the buying impulse account for better business conditions. Consider all things—capital invested—business facilities—superior process of manufacture—sales organization and the increase of population. Figure everything out carefully. Then answer this question. *Is your business actually increasing after all?* If it is you are an advertiser. But it's more than likely that you are not making a tithe of the progress you should, even although your books may show an increase.

Canadian manufacturers have an opportunity to-day far superior to that afforded to any nation's manufacturers before. At one time the manufacturers of the United States had an opportunity almost as good. The improvement in machinery, better facilities, economy of production and distribution—all tends to make our opportunity unique. A gaping and voracious market lies around and about us. It spreads from sea to sea. Our jumping imports plainly show how little we are doing to supply our domestic demands. The foreigner is cutting into our home trade with goods no better than we make, or could make. The consumer has been taught to ask for his product. Knowing little about home brands in many lines of merchandize we naturally demand the foreign makes. The foreigner knows that advertising pays. The American keeps up his fusilade continuously. And even suppose much of his advertising is clap-trap, yet the cumulative effect is stupendous. We bought $190,000,000's worth from Uncle Sam last year. In 1920 we'll buy $300,000,000's worth of his merchandise at least.

Unless the Canadian manufacturer wakes up.

And advertises.

* * *

THE CONSUMER'S VIEWPOINT.

The new advertiser should never attempt to write his own copy for the simple reason that he does not appreciate the consumer's viewpoint at par value. Most manufacturers resemble the late Lord Kelvin in one particular. Kelvin was an authority on Natural Philosophy. He knew his subject so well that his lectures were astoundingly uninteresting. His students seldom knew what he was talking about. He was necessarily a poor teacher because he was one of the profoundest scientists of his age.

The successful manufacturer cannot be a successful advertising man. The attributes that make for his success as a manufacturer veto his success in the advertising field. There isn't a manufacturer in a thousand who can justly appreciate the consumer's point of view. The one who can is a second-rate manufacturer. He's the exception that proves the rule.

The new Canadian advertiser must not be too willing to have his advertising modelled on the American plan. Sixty per cent. of the advertising appearing in American periodicals and newspapers *is drivelling tommy-rot.* It would not create a desire for any article under the sun. Because a considerable amount of American advertising is splendid is a poor reason for assuming that any advertising campaign planned and prepared in the States must prove effective. We'll know better after we've paid the price.

Don't think I'm knocking agents south of the line. They know their business. Their campaign planners and copy writers are ingenious when they're not ingenuous. Truman de Weese has emphasized this fact again and again. So has John E. Kennedy. And both these men have a fair idea of what advertising should be.

The manufacturer who clearly sees his opportunity in Canada—if he doesn't see it he should go into politics or the mining business—should place his case in the hands of a Canadian advertising agent. The better way would be to state the bald facts and send a copy to all authorized agents. Let them solve *your* problems. But—for the sake of your business and your bank account—do not try to write your own copy. Secure the services of an American agent before doing anything quite so disastrous.

It's not at all likely that the majority of our readers will pass sleepless nights over my advice. The day is not yet. The home demand for all sorts and conditions of goods is too enormous. Sly Uncle Sam pocketed our $190,000,000 last year and we devoured his goods. Nor did we notice the competition very much.

But—slow up right here and let your mind leap into the near future—*the day is coming when the shirt-sleeved diplo-*

mats will pre-empt our markets—corner our trade. If it were big enough now to be real enticing—big enough to warrant the expenditure there isn't a commercial institution in the States capitalized at a million dollars that would not have its branch house in Canada.

In the meantime the cumulative effect of American advertising is mainly responsible for Uncle Sam's swiftly jumping bill. International commerce would exist without advertising; but THAT'S mainly the result of judicious publicity.

We're not registering any kick. We happened to get acquainted with Uncle Sam's products through advertising, and they're all right.

It's just probable that your product would outclass any imported product. It may be much superior. Apart from pecuniary reason, wouldn't it be only just to let us, as fellow citizens, know something about it? We want the best our money will buy. We've $800,000,000 in savings accounts alone and we do not want to send that over the border in chunks if we can circulate it in Canada.

Be an advertiser.

Line up the dealer.

Start a consumer campaign.

Have it planned and prepared by a Canadian agency—men whose daily business is solving problems right on *your* territory.

The big, reputable agencies south of the line are splendidly equipped organizations.

However, we know more about trade conditions in the States than the best of these agencies can know about trade conditions in Canada.

Because we simply devour their literature. Ours makes them squeamish.

N.B.—American papers please copy.

◆

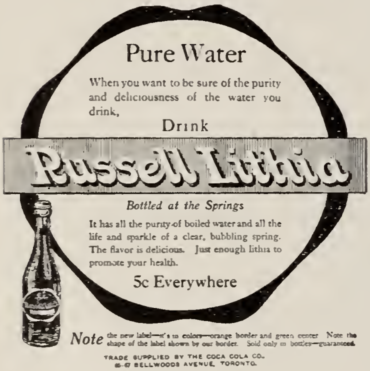
Advertising, intelligently applied, followed by a good selling campaign, is a finished structure.

WHAT THE ADVERTISING CLUB CAN DO FOR ADVERTISING MEN AND ADVERTISERS.

President Dobbs on the Opportunities for Benefit from Well-Organized, Alert Clubs—The Value of Keeping in Touch with New Ideas. Mr. Dobbs is President of the Associated Advertising Clubs of America and Manager of Coca-Cola Company.—From Printers' Ink.

In advertsing there is no single rule or set of rules which may be followed to success. There is no sure way which, once employed, will produce results when applied to varying conditions.

But, instead, there are an infinity of ways in which advertising may be made to succeed—an infinity of principles and of methods which must be tested to be proven.



Pure Water

When you want to be sure of the purity and deliciousness of the water you drink,

Drink

Russell Lithia

Bottled at the Springs

It has all the purity of boiled water and all the life and sparkle of a clear, bubbling spring. The flavor is delicious. Just enough lithia to promote your health.

5c Everywhere

Note the new label—it's in colors—orange border and green center. Note the shape of the label shown by our border. Sold only in bottles—guaranteed.

TRADE SUPPLIED BY THE COCA COLA CO.
65-67 BELLWOODS AVENUE, TORONTO.

ATTRACTIVE COPY

The advertising club should be the clearing house where all of these advertising principles, and methods, and ideas should be brought.

It is the one place where the advertiser, whose eyes grow so tired of seeing the same problems day after day, may come and learn what other men are doing in other lines. Where the small advertiser may come and gather a wealth of advertising experience, which, in the ordinary course of his own business, without access to an advertising club, he could never get. And where the large advertiser may learn the outcome of the infinitive experiments which he constantly sees being tried.

The advertising club gives to its members the benefits of many judgments instead of one judgment; the fertility of many minds instead of the fertility of the single mind; the experiences of many businesses instead of the limited experience which any individual business will produce.

The advertiser who has ceased to learn has started to go backward.

The prime mission of the advertising club is to keep his mind open, and to place within his reach the elements of more and more progress.

The real purpose or excuse for the existence of an advertisers' club should be the careful, thoughtful and serious study of advertising, and when any club loses sight of this object it ceases to be effective, and is most likely to go to pieces.

Another important feature of the advertising club is that it brings together men engaged in the same line of business, and enables them to know each other better and to appreciate and know the values and advantages of other media than their own.

This from the seller's standpoint. The buyer comes to know the solicitor more intimately and to appreciate that, while primarily the solicitor calls on him to get a contract from which he hopes to make money, the solicitor, if he be a man of the right type, is sincere in his efforts to help the buyer, to improve his business and help him to make more money, or, in other words, complete a transaction in which *both buyer and seller are benefited.*

The advertisers' club also meets a necessity.

We have no advertising universities, and only in a few instances are any of our colleges endeavoring to teach even the fundamentals of publicity. Therefore, the advertising clubs have been organized to meet this need of education, hence a good, effective advertising club in any city is an educational institution and a potent influence toward its commercial up-lift.

In many instances advertising clubs have been effective in stamping out advertising of a fakey or fraudulent nature, and it should never fail to unqualifiedly condemn advertising of any nature that does not measure up to the high standard of honesty.

The advertising club has another important work and that is the unification into a compact organization of all legitimate advertising interests. It can in this way do much toward up-building the small advertiser, in enabling him to better understand and appreciate the values of the various media.

While the social features of any body of business men are of undoubted value, yet the advertising club that does not keep constantly in view its real mission—the development of advertising and advertisers—cannot hope to prosper and grow.

No field of endeavor has developed more rapidly during the past ten years, and its past development is but a promise of what the future has in store.

It is, therefore, of the utmost importance that advertisers and advertising men both be afforded opportunities for study and discussion of this, the livest question of the greatest era in the world's history.

◆

Some advertising epitaphs are written with blue pencils by the subject himself.

ADVERTISING "COPY."

An Address Delivered Before the Chicago Advertising Association by Hugh Chalmers, President Chalmers-Detroit Motor Co., Detroit. Reprinted from "Judicious Advertising."

This question of advertising is, of course, a very big one. I think advertising is the biggest thing in the world, from many standpoints. In the first place, there is more money spent on it than on almost anything else; and it also has to do with the world's biggest problem—the world's biggest problem to-day is that of distribution of the goods from where they are to where they ought to be. Advertising is one of the big factors in that distribution.

Advertising and salesmanship are the chief agents ot distribution. They are one and the same thing, practically, because all salesmanship is advertising and all advertising is salesmanship, in my opinion. Advertising is salesmanship plus publicity. Salesmanship is advertising plus getting the order signed.

Two other factors of distribution are transportation and population. We must have the population first to create the demand, and then we must have the transportation and I believe to-day that the question which is agitating the country—that of high prices and the increased cost of living—is largely a question of distribution. If goods were properly distributed in certain parts of the country there wouldn't be such high prices.

Now advertising, in my opinion, needs one thing most of all, and that is: It needs to be advertised.

I think most advertising men are too close to their business to realize that everybody does not believe in advertising; that a great number of people—thousands and hundreds of thousands of people—still believe that they buy goods cheaper from concerns who don't spend big money in advertising than from those who do. Of course, those of us who are close to that proposition know that is wrong. We know that advertising creates a demand, and creates it in such volume that we can afford to make, and do make, articles cheaper, and market them for less money than otherwise could be done. But lots of people need to be told that.

I think—if I may refer to one specific publication—that Mr. Patterson of *Collier's* is doing a good thing in running those bulletins on advertising, because he is trying to educate the people to believe in advertising.

Those of you who have travelled abroad know that advertising is unknown in Europe; over there the surest sign that you are a fakir is that you advertise. Advertising in this country has gone through a great change in the last ten years—you will all admit that—because there have been more integrity and more business methods put into it than ever before. But many people yet, as I have said, don't believe in it: and it is up to the advertising men themselves to teach people to believe in advertising.

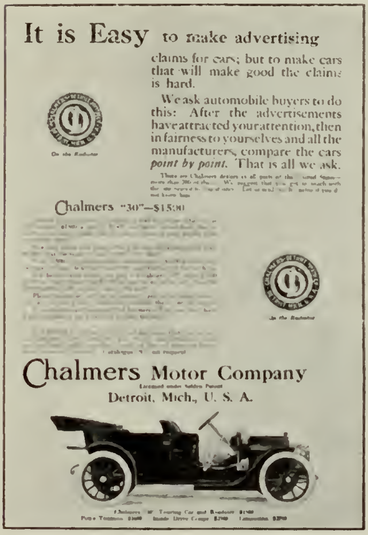
Now salesmanship gives individual lessons, while advertising conducts a public school—because a salesman is privileged to talk to only one or two persons at a time; but the advertising man is a man who is talking to millions of people at a time.

In final analysis, what is the object of advertising and salesmanship? To distribute goods at a profit. How can it best be done? By teaching the people.

There are three ways of selling goods; first, orally; second, by printed matter; and third, by pictures. Those are the only ways of selling goods.

Now then, teaching is one thing that puts all salesmanship and all advertising on the same basis—you are teaching the people all the time. There is no greater builder of confidence—and that is the bedrock of all business—there is no greater builder of confidence than advertising, because big advertising looks like big sales, and unconsciously creates confidence in the minds of the public.

One of the oldest chestnuts among advertising men—when an agency or a man has been up against everything else—"Now you ought to conduct a campaign of education." I think we want to get through with that old chestnut once and for all, because all advertising is a campaign of education. If it is not education, it is not advertising; if it is not teaching people to believe in you and your goods. If you are carrying on a campaign of education how do you know when the campaign is over? How can you tell when to begin something else?



It is Easy to make advertising claims for cars; but to make cars that will make good the claims is hard.

We ask automobile buyers to do this: After the advertisements have attracted your attention, then in fairness to yourselves and all the manufacturers, compare the cars *point by point.* That is all we ask.

Chalmers "30"—$1500

Chalmers Motor Company

Detroit, Mich., U. S. A.

Mr. Chalmers' Handiwork—it's Good.

No, I believe, gentlemen—and I am talking to you plainly as an advertiser, as a man who spends his money with you—I believe if there was ever a time for specific statement in selling the goods you are dealing in, that to-day is the time—the direct statement period—when people are interested in knowing exactly why. To-day is the time for reason-why advertising.

I have been in the manufacturing business all my life, and I found out a few years ago why it was easier to make things than to sell them. Anybody with money can go into the manufacturing business, because money can buy machinery, materials, and the services of men. But it does not follow that because any man can make things that he can sell them.

Now, what is the difference? The difference is this: In one case you are dealing with the methods of machinery; and in the other case you are dealing with the human mind. You can pretty well gauge, in this period of automatic machinery, how much you can turn out. But when you come to *sell* it, you are dealing with the human mind. You cannot measure it. Why? Because the human mind has prejudice and is subject to change. So I say in one case you can measure what you can do, and in the other case you cannot.

As to the selling proposition: When a man makes a sale, that sale does not take place first in the order-book or the check-book or the pocket-book; but every sale that is made to-day—whether it is a paper of pins or a railroad—first takes place in the human mind. The sale first takes place in the human mind, because a man must be first made to decide that he wants that article; so we are dealing with the human mind. Fortunately for us, humanity has always wanted teachers and the man who wants to succeed to-day will go into the teaching business and convince the people to have confidence in him and in what he has to sell.

Advertising and salesmanship forms a connecting link between invention and use of any article. I can say without fear of contradiction that advertising and salesmanship have pushed the world ahead commercially faster than anything else. Why? Because they teach the people that those inventions are the things they ought to have; and because the best invention in the world would be useless, valueless, if people did not know about it and use it.

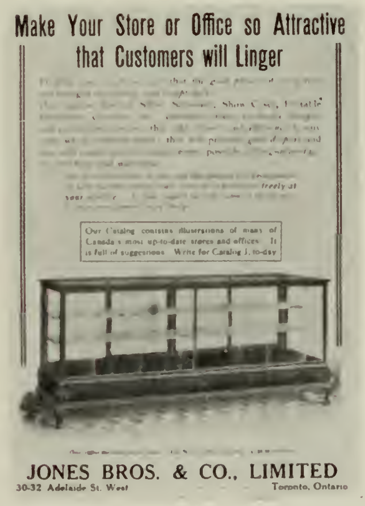
I go a little further, perhaps, than some advertisers do in this matter of postal rates which the government is agitating just now. I think every publication should stand its just proportion, but I should hate to see any discrimination which would place advertising on a different basis. I honestly believe that the advertising section and the advertising pages of all publications are just as much disseminators of news and as important in informing and teaching the people as the editorial pages are. I know a great many people who wouldn't take a magazine if the advertising was omitted.

Coming back again to the subject of salesmanship, printed salesmanship—what is salesmanship? Salesmanship, in last analysis, is nothing more or less than making the other fellow feel as you do about the goods you have to sell.

Now then, how can that be done? It is done by appealing to his mind. It is done by argument; it is done by direct statement. And right here let me say that in a great deal of advertising copy we shoot over the heads of about nine-tenths of our readers. You are appealing to a man's mind when you sell him something; and you can never sell him anything until he is convinced; and you cannot convince him until he understands. He will not understand unless you put it in Anglo-Saxon words, the smaller the better—so that the man who has no education can understand what you are talking about, then it is a cinch that the college graduate will.

I once heard the statement made that a man with big ideas always uses little words to express himself, while the man with little ideas surrounds them with big words—trying to impress you with the bigness of his ideas. I think that applies to us in advertising. We don't get down to bedrock.

Advertising is a process of salesmanship; but it is more than salesmanship. Advertising means the insurance of a continuance of trade. There are two objects in advertising: First, to sell the output—that is the first object of anybody in advertising; and second—no less important than the first in my opinion—to establish a name and insure the continuance of the business. If I was absolutely sure I could sell all our output during 1910, 1911 and 1912, and had a guarantee of it in my pocket, I wouldn't spend a dollar less than we are spending to-day in advertising. Why? Because my vision of our business is not bounded by the year 1912. We want to continue to advertise in order to insure that our business will continue. When you shut off advertising you shut off your source of supply. In order to sell one thousand automobiles we have to convince a million minds.



Make Your Store or Office so Attractive that Customers will Linger

Our Catalog contains illustrations of many of Canada's most up-to-date stores and offices. It is full of suggestions. Write for Catalog J. to-day

JONES BROS. & CO., LIMITED
30-32 Adelaide St. West
Toronto, Ontario

Good Magazine Advertising.

There are, in my opinion, two things that are hurting advertising. First, we will have to clear up the agency situation, and convince people that agencies have the first essential to success—absolute honesty; I believe it is being done by most agencies. And the second thing is no less important than the first, and that is that publication circulations shall be just what they are represented to be. If I buy 5,000 axles for automobiles, and they only deliver 4,000, you can rest assured I don't pay for the fifth thousand; why should it be different in advertising?

Then again, there is too much of bad advertising—too much of what I might call, to use the slang expression, too much "hot air" in advertising. There is no mystery to writing good copy; there is nothing to it but good, common, hard sense. That is all there is to advertising anyway. Writing copy is to a very great extent saying to your reader what you would say to him if you were in front of him. I also believe that the first few lines or first paragraph in any advertisement is the most important, because whether or not a man reads all the way through depends wholly on you.

In selling goods you are throwing thoughts at a man—whether you throw them orally or on paper doesn't make any difference—you are throwing thoughts at that man, and his brain catches just what you throw at him. So you can't throw insincerity and have him catch sincerity. He is unconsciously affected by your sincerity or insincerity.

I want to say again, in conclusion, that I believe that the publisher, the advertiser and the public are all bound in a great community of interests in this advertising business; because just in proportion as the publisher keeps his sheet clean—keeps his editorial page right; obtains the reputation of being too pure to be bought, too brave to be bullied—does he make those blank pages that he sells valuable to advertisers; and just as the people believe in the character of the publication, in just the same proportion will they believe in the character of the advertising it carries.

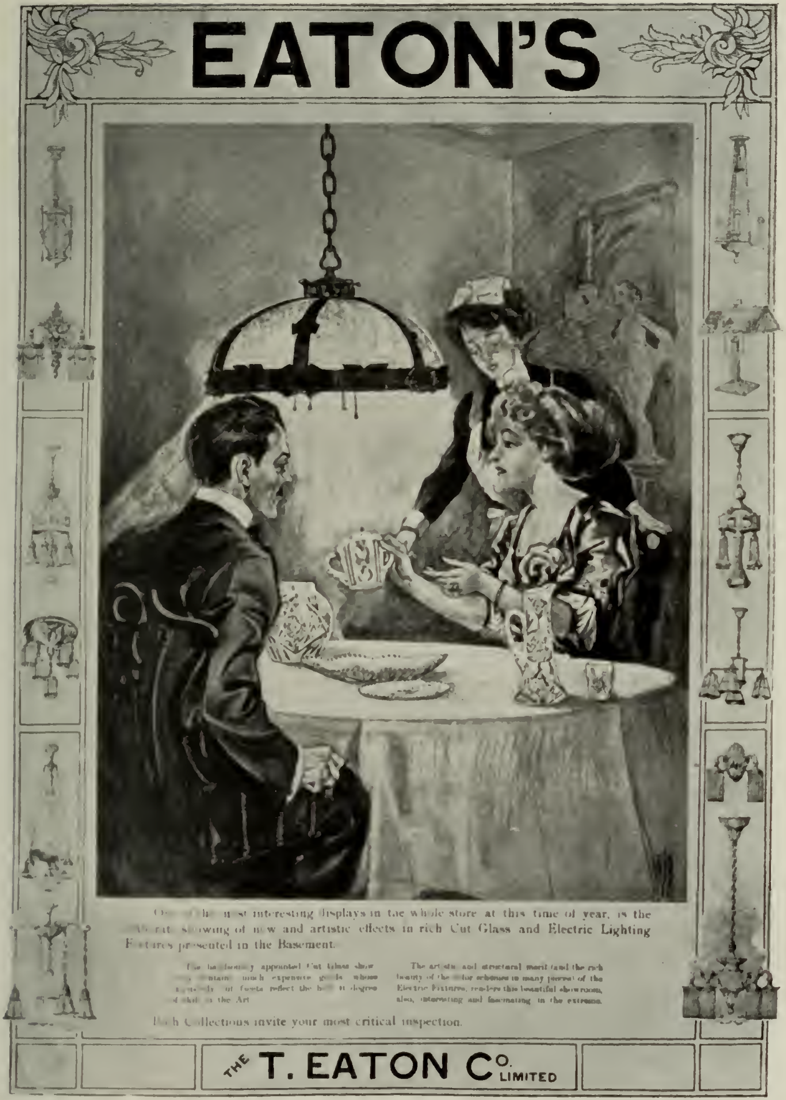
◆

TOO MODEST.

A duck who had faithfully stuck to business during the summer and laid several dozen large fawn colored eggs, complained that she was not appreciated.

"See that hen over there?" said the duck; "she has not laid so many eggs as I have, nor so big, but she has books written about her and verses composed in her honor, while nobody says a word about me."

"The trouble with you is," said a wise buff leghorn rooster, that was standing near, "that you do not tell the public what you have done. You lay an egg and waddle off without letting anybody in the neighborhood know about it. If you want to cut any ice in this community you must learn to advertise in the Morning Review."



EATON'S

One of the most interesting displays in the whole store at this time of year, is the [illegible] showing of new and artistic effects in rich Cut Glass and Electric Lighting Fixtures presented in the Basement.

The handsomely appointed Cut Glass show [illegible] contains much expensive goods whose [illegible] of facets reflect the high degree of skill in the Art.

The artistic and structural merit (and the rich beauty of the color schemes in many [illegible] of the Electric Fixtures, renders this beautiful showroom, also, interesting and fascinating in the extreme.

Both Collections invite your most critical inspection.

THE T. EATON Co. LIMITED

A First-Class Sample of Art Predominating in Advertising.

ADVERTISING AS SEEN BY THE MAN ON THE ROAD.

An Interesting Article by Lester D. Watrous, Travelling Representative of The Superior Underwear Company.—"Judicious Advertising."

The question of whether advertising is helpful to the man on the road is one that is continually thrusting itself upon the manufacturer, middle-man and traveller.

The salesman should be the real marketer of the line, and anything that helps him directly, touches the pocketbook of the business organization for which he works.

The manufacturer is always on the lookout for evidence that will prove that the money he is spending for advertising is giving his product additional sale commensurate with the amount of his advertising appropriation. The jobber and broker has every day to decide the wisdom of accepting or rejecting an article that is "just as good" as the product having a broad field of publicity to back its merits. The road man, the one who has the real opportunity to feel the pulse of the trade, has daily reminders of the fact that his line is or is not judiciously advertised.

This article is written from the viewpoint of the man on the road, and deals with the effects of modern methods of present day advertising. Advertising that is bristling with facts, set forth through proper avenues in a manner that will carry conviction to the prospect.

There is a gigantic corporation in this country that has been "too much advertised" because of its questionable business methods. The publicity has come as a gratuity, but has eventually cost much in business opportunity. The corporation however puts up the bluff to its salesmen that its tremendous size should give its "line" sufficient prestige to more than overcome competition and the prejudices of the people—the salesmen needing only to offer their product. Its success to the degree it has attained has been because of the weakness of some men in the face of money power—its ability to buy business shrewdness from a class capable of working with one hand while the other kept the stench of foul dealings from the nostrils.

If the same amount of keenness, energy and money had been spent in honest business methods and true ringing publicity, this corporation would be holding an impregnable, unquestioned and enduring supremacy in the commercial world. Its salesmen and ambassadors would have a pride in an organization truly great as well as gigantic.

So at the outset it must be remembered that to help the man on the road there must be integrity and worth behind the article advertised, as well as legitimate methods in the business organization producing it. The temporary success of business based upon other ideas is positive proof of this statement.

With conditions favorable as recited in the foregoing paragraphs, I say most enthusiastically, that advertising does help the man on the road.

Salesmen are always alert for means that will help in getting an audience with a prospect. No matter how excellent the article, or how enthusiastic the salesman, if he is not granted a hearing the talk and samples might just as well have been left in the factory or wholesale house.

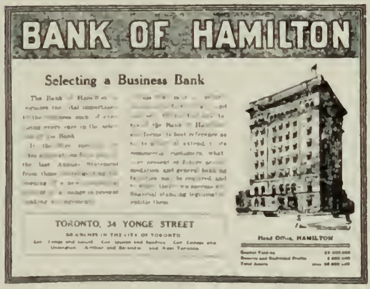
Unfortunately, some travelling men lack the element that commands an audience with the man hard to approach. Judicious advertising of the line he happens to carry is a big asset for such a salesman.

Suppose the salesman is an adept in securing the attention of the prospective customer, and has such enthusiasm that he works the mind of the buyer up to a strong climax, but does not possess that talent called closing ability. The effective campaign of advertising that has found lodgment in the mind of the man addressed, will lend its unseen force toward getting the signature to an order so much desired.

There is no element so thoroughly a part of the commercial world of to-day that is so hard to analyze, estimate or define, as the far reaching effects of scientific advertising.

A few business men seem to be "dead set" against any article that has been extensively advertised, wrongfully assuming that all merchandise so exploited must be of less value just in proportion to the amount expended for publicity.

If the business methods of the concern manufacturing the product are faulty and they are spending their money in a loose, haphazard way in their advertising department, either profits or merchandise must of necessity suffer. But it is unfair to assume that all concerns that advertise are without business system and acumen.



BANK OF HAMILTON

Selecting a Business Bank

TORONTO, 34 YONGE STREET

Head Office, HAMILTON

BETTER BANK ADVERTISING.

The facts are that the sales of properly advertised articles are always sufficiently increased to warrant the expenditure. An authority who has made an exhaustive canvass of the matter makes the broad statement that the man who does not advertise pays for the advertising of the man who does advertise—in the loss of business to the man advertising. And that is not so difficult to believe.

These things are good for the salesman to know and can be used as convincing argument in the presentation of an advertised line.

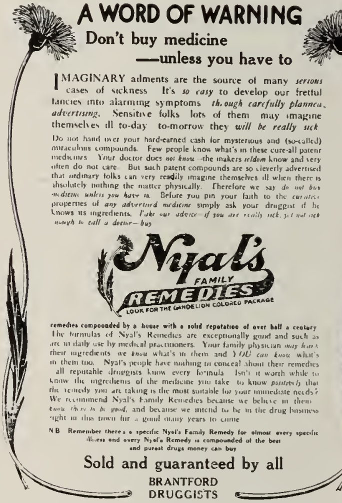
There is no salesman so successful but that rightly directed advertising will assist him in placing a meritorious article, and retaining the trade secured. If the article selling has been long established and has had many years of publicity, the helpfulness of the advertising is not so apparent, though in reality it is just as effective.

But in the event of the introduction of something for which the general public is not making demand, the helpfulness of a strong advertising campaign is at once evident in the manner in which the prospective purchaser considers the article offered. For it must be remembered that the effect upon the mind of the prospect is about the same whether he has been asked many times for an article or has read many times the forcefully written advertisements setting forth the merits of the merchandise.

Salesmanship has been defined as an ability to impress the worth of an article upon the mind of the possible customer through a knowledge of and confidence in the goods one is selling.

The really successful salesman knows just as thoroughly and at proper times talks just as confidently upon the advertising campaign of the concern for whom he works, making it an asset in his selling argument.

I cannot refrain commenting upon the poor management of a business that spends their good money advertising their product, but fails to give the salesman the consideration necessary for effective co-operation. He should have every detail of the campaign, and be made to understand thoroughly all the advantages it affords him. Simply advising him that the article is widely advertised, and should sell, is not sufficient. He should have the whys and the wherefores. The "ginger" letters to him should be



A WORD OF WARNING

Don't buy medicine

—unless you have to

IMAGINARY ailments are the source of many *serious* cases of sickness. It's *so easy* to develop our fretful fancies into alarming symptoms *through carefully planned advertising*. Sensitive folks lots of them may imagine themselves ill to-day to-morrow they *will be really sick*.

Do not hand over your hard-earned cash for mysterious and (so-called) miraculous compounds. Few people know what's in these cure-all patent medicines. Your doctor does *not know*—the makers *seldom* know and very often do not care. But such patent compounds are so cleverly advertised that ordinary folks can very readily imagine themselves ill when there is absolutely nothing the matter physically. Therefore we say *do not buy medicine unless you have to*. Before you pin your faith to the *curative* properties of *any advertised medicine* simply ask your druggist if he knows its ingredients. *Take our advice—if you are really sick, yet not sick enough to call a doctor—buy*

Nyal's FAMILY REMEDIES

LOOK FOR THE DANDELION COLORED PACKAGE

remedies compounded by a house with a solid reputation of over half a century. The formulas of Nyal's Remedies are exceptionally good and such as are in daily use by medical practitioners. Your family physician *may know* their ingredients we *know* what's in them and *YOU can know* what's in them too. Nyal's people have nothing to conceal about their remedies all reputable druggists know every formula. Isn't it worth while to know the ingredients of the medicine you take to know *positively* that the remedy you are taking is the most suitable for your immediate needs? We recommend Nyal's Family Remedies because we believe in them *know them to be good*, and because we intend to be in the drug business right in this town for a good many years to come.

N B Remember there's a specific Nyal's Family Remedy for almost every specific illness and every Nyal's Remedy is compounded of the best and purest drugs money can buy

Sold and guaranteed by all

BRANTFORD
DRUGGISTS

EFFECTIVE ADVERTISING.

carefully prepared, for he is the man on the ground with the sledge of convincing argument that drives home and clinches the spike that the hammer of advertising has started for him.

Shake up!

* * *

Strop yourself for a keen edge.

* * *

A little knowledge of advertising is a dangerous thing.

* * *

Make your words say what you want them to say, and nothing else.

* * *

Writing confidence into copy is not a matter of subtle craftiness, but a matter of the straightforward logic of the proposition.

* * *

No ad writer's personality ever sold much—not a tenth, anyhow, of what the personality of the goods themselves sold.

* * *

Every word in an ad costs dollars—why throw away good dollars on words which don't help the selling?

* * *

Conservatism is a good thing—when it is the conservatism which insists on seeing a way out before it goes into a thing.

* * *

Force the issue—don't let a lot of weak little considerations stand in the way of a big advertising project.

* * *

The best ad is the ad dashed right off the reel—after filling the head with every aspect of the proposition.

* * *

Study the market.

Map out a powerful selling plan.

* * *

The strongest man is the man who never considers himself, but the success of the business all the time.

* * *

Every dealer whom you don't stock in, can be gotten somehow—if you'll only work the right method.

* * *

If you've got something people ought to have, only lack of good advertising stands between you and all the orders in the world.

* * *

If your factory is running to the limit, *advertise anyhow.* It will demonstrate the exact condition of the market for you, and you can enlarge accordingly.

* * *

Advertising isn't writing praises of goods—it is the selling ability which successfully demonstrates the desirability of purchase from the viewpoint of the buyer.

* * *

There are salesmen and salesmen and copywriters and copywriters—but the ones that are worth the name are the ones who study and create new arguments.

THE ARROW IN ADVERTISING.

Is the arrow used too much in advertising? Mr. Colgate thinks that it is and backs up his opinion reasonably and interestingly—By W. G. Colgate.

The advertising pages and columns of our magazines and newspapers are filled with commonplace ads whose sameness of design, typography, phraseology and appeal designate them at once as belonging to the "follow-the-leader" class. Their chief claim for eligibility to this class is based principally on their quickness to copy the other fellow's ideas and adapt them to their own advantage.

But their singular lack of initiative and self-reliance is never so noticeable as when some striking novelty comes along, and then they not only give the innovation the glad hand of fellowship, but proceed straightway to surreptitiously or openly appropriate the idea and brand it with their own private mark, so as to presumably establish a priority of ownership should any dispute arise. We have seen this done too many times and possibly experienced it ourselves in connection with our own product to be totally unacquainted with the extent of its influence.

Quite recently there appeared in *Printers' Ink* a pertinent and pointed article on the overworked adjective, but on the same plane and in the same category must be included the overworked arrow, which for advertising purposes is popularly supposed to have had its genesis in the fertile brain of the ad man responsible for Coca-Cola publicity.

Notwithstanding all and sundry explanations to the contrary, I could never understand why the arrow was ever adopted as a standing insignia of the Coca-Cola copy. Although I feel free to admit that it has appeared to infinitely better advantage on this advertiser's announcements than it has on those of many others who adopted it. But whatever advertising value it may have possessed in its original connection has been something more than discounted by the enthusiastic imitators who have followed in its wake.

In the early stages of advertising our advertising progenitors made use of the type founders' "fist" and the compositor of the palmy hand-set days kept the dust from settling on them in the "cap" case by the frequency with which they were used. Now this antiquated "finger of scorn" has been superseded by the still more ancient arrow, with what conflicting results can be seen from a brief perusal of the current magazines and trade journals.

Simply to pick up a popular periodical and glance through the advertising pages is to cause the reader to wonder whether a band of Apache redskins had rioted through the pages; or, if the Cluett-Peabody Indian had temporarily quit his job of shooting holes through the hats of the early Puritan fathers and turned his attention to the verdant advertising pages as offering a vastly more interesting variety of targets.

Whatever the cause that has led to the general popularity of the arrow we find such usually rational and discriminating advertisers as the Remington Typewriter Co., Iver Johnson, Smith Premier Typewriter Co., L. E. Waterman, Howard Thermostat Co., Loftis Bros. & Co., United Manufacturers, Motor Boating, The Keenoh Co., Review of Reviews, and many others equally as well, if not better known, using the prehistoric weapon of warfare in their advertising matter.

The Gillette Safety Razor has retained a permanent interest in the arrow as a trade mark. The Pierce-Arrow people ought to fall into line and do the same. I should imagine their apt appellation would entitle them to do this as a matter of course.

There are certain legitimate requirements for the arrow. It may be properly used in reproducing machinery construction or architectural drawings, etc. But beyond that point no logical reason for its general use can be registered, either on the basis of attention compelling qualities or as an aid to directness.

Apropos of this recalls an incident once related where a dumb reader of a newspaper pointed out to a friend nearby a group of ads with scare head display and taking his pencil wrote on his pad the query: "Why do they talk so loud, I'm not deaf?" In like manner, why does the advertiser insist on the weathervane arrow to indicate which way the wind of his advertising argument blows? The reader can see. And if he is sufficiently interested he will seek and find. It doesn't require the pointed tip of the dart to penetrate his mental stratum in order that the kindly light of reason may dawn upon his benumbed intelligence and assist him to a proper understanding. Nor yet necessary to attract his attention to the advertiser's frantic efforts to have him stop! see! and understand!

The sooner the near-original advertiser realizes this fact the sooner we will get better advertising. Unless he proceeds straightway to make a fetich out of some other equally useless ad-

◆

"Goodland, Kan., is getting more advertising out of that flying machine than anything they have sprung since the famous bull fight," declares the envious Morton, Kan., News.

ADVERTISING HELPS SALESMEN.

By C. E. JONES.

Good salesmen pay themselves, and they pay you. You cannot get another one as good as your best. If you could you would.

But you can aid your salesman—you can save their time and increase their efficiency.

Suppose you say that you increase their efficiency 25 per cent—that means that four men will do the work of five—that 60 dollar men will do what you expect of 75 dollar men. You would rather have a 75 dollar man than a 60 dollar man. Same traveling expense.

The office boy gets car fare to save his time; also he has an addressograph that makes him worth a half-dozen boys—a patent envelope sealer and every thing that will increase his efficiency is at hand.

The Queen has the best typewriter in the market and it is kept up-to-date and in perfect repair. If there's a chair or a desk that will help, it's added to the inventory. The bookkeeper has a Burroughs', not to speak of patent ledgers, card files and such things—all to increase the efficiency or to make hours days.

The office manager profits by all this, and has a few things of his own that save time and energy.

Now we will step into the factory. Note the automatic machinery One man is watching six machines. Why? Oh, mechanics are scarce—competition calls for the greatest output at the least cost.

Now, what about the salesman? Is he plentiful? And what do you do to help him travel faster? You can advertise. Magazine advertising will help you to open new territory—will help you to get more orders.

Magazine advertising will help you to put more men into a territory, or will release your best men for more important work than demonstrating.

◆

Remember, the only real test of a good ad backed by a meritorious proposition is *Results.*

* * *

While there are just as many people eager to buy gold bricks as there ever were, the police won't let them.

* * *

The time to advertise is when you want business. The time to quit advertising is when you are ready to step aside and give the other fellow a chance.

* * *

A Cleveland man writes: "The man who makes food, clothing and shelter cheaper, who makes it easier for us to obtain necessary things with less sacrifice of human energy, is doing more for men than any George who merely talked and wrote that he was for men."

Mr. General Advertiser:

Last month we told you of the enormous territory you could cover by using our Combination of Canadian Weeklies.

Remember also that there is no waste in that circulation. *Every copy* is paid for and carefully delivered to the home or post office of the subscriber.

Newspapers are influential very largely in proportion to the length of time they have been running. Ours are all well established, the average age being twenty-five years. Each is a fixed and necessary part of the life in its own locality. The subscribers have confidence in, and respect for, both paper and publisher.

In addition to such quantity and quality, you can place your sales talk before all these careful, serious-minded readers for much less than you would pay for an equal amount of publicity purchased in any other way.

Write for more particulars.

The Wilson Publishing Company
of Toronto, Limited

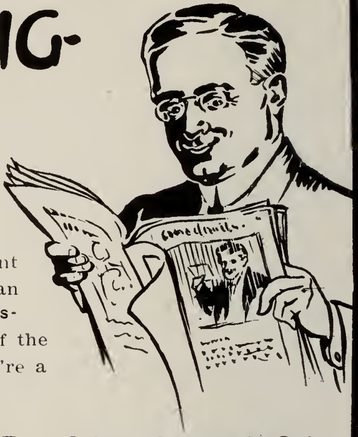
200,000 Paid Subscribers.
200 Newspapers.

THE ILLUSTRATION'S THE THING

You may not believe that; but—if your advertising is falling flat—**what's the reason?** Your copy is strong, yet it is not creating the demand for the goods you expected. It lacks attractiveness—it is not read—it cannot be effective. You want the services of a **good artist**—a man who **knows** how to **design** and **illustrate**—how to **attract the attention** of the reader. Let's get acquainted—if you're a **"show-me"** man. **I can** help you.

PHONE MAIN. 3275

JAMES McHARDY
ADVERTISING ARTIST
77 VICTORIA ST. TORONTO.



A Healthy Record for March

The CANADIAN COURIER made another record in March. Its previous high water mark was reached in December, when it carried an average of 47 columns of advertising per week. In March this rose to 48 columns of advertising per week. In December there were 73 pages of reading matter and in March 76 pages.

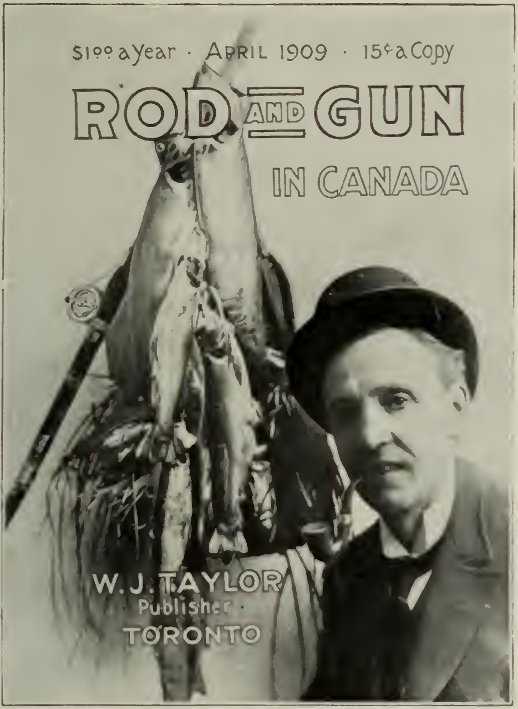
This record was not made by chance, nor is it wholly due to what we call "good times." We attribute a great measure of it to the careful treatment accorded each individual advertisement and the exclusion of all unreliable or inflated advertising.

Not local, but *national publicity* is what the CANADIAN COURIER offers the advertiser.

SEND FOR SAMPLE COPY

Canadian Courier, - Toronto

TENS OF THOUSANDS WELL=TO=DO SPORTSMEN



Read
This
Magazine
Every
Month
and Buy
the Goods
Advertised

—

Sportsmen
Are Always
Looking
For
Something
New

HERE'S THE PROOF

THE SANITARY PIPE COMPANY,

Rochester, N.Y., November 3rd, 1909.

Gentlemen,—Enclosed please find copy for tne December number of ROD AND GUN. Kindly see that our instructions are followed out re the key number.

You no doubt will be very much pleased to learn that ROD AND GUN stands second on our list; and as we are using nearly all of the leading publications, we look upon your publication as one that can be depended upon for orders at the least cost. As long as ROD AND GUN keeps up this record with us, you can rest assured we will continue advertising in your magazine.

Yours very truly,

THE SANITARY PIPE CO.,
E. J. GALVIN, Mgr.

To ROD AND GUN IN CANADA, 5 King St. West, Toronto.

IF YOU WANT

A well set up advertisement which will be read by all classes, use the columns of the

"TIMES," HAMILTON ONT.

Daily and Semi-Weekly. **Goes into the homes**

One of the largest printing establishments in Canada.

Would like to do your work

Established A. D. 1872

The Quebec Daily Telegraph

has a larger circulation than the combined issue of all other English papers in the city and district.

Completely destroyed by fire Feb. 22 1907, and again on Nov. 28, 1907, without losing an issue on either occasion

Entirely Occupied By The Telegraph

New Building Costing $100,000

22,000 feet of floor space — 21 Electric Motors
Complete New Plant

The Essex Constituency has 60,000 People

IT IS INDISPUTABLE THAT

THE WINDSOR RECORD

is read in more of their homes than are the other eleven publications combined

Here's a Real Live Advertising Proposition

Is advertising overdone? No, it is mostly underdone, and some of it is pretty raw.

* * *

The conservative advertiser is like a crab; he looks one way and crawls another. I would rather put $50 copy in a $5 space than 50-cent copy in $500 space.

S. C. Dobbs.

A-New-One

and a good one

We Want Your Copy.

IF

We give you the Returns

Will You Give Us a Trial

Through any Responsible Agency

Canadian Farm

Toronto : Canada

How to Get Results in B. C.

The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

That was when the SATURDAY SUNSET was in its first year.

The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The Saturday Sunset

Vancouver, B.C.

The Daily Expositor

"FIRST IN EVERYTHING"

In every sense—from every point of view

BRANTFORD'S GREATEST NEWSPAPER

6000 **Guaranteed Daily Average Circulation**

Covers Brant County Like a Blanket
Reaches nearly 85 p.c. of Brantford's Homes
Equal to a Big City Daily

Brantford Population	22,000
Expositor Circulation	6,000
Brantford Homes	4,000
Expositor Circulation in Brantford	3,600
County and Vicinity	2,400

Pages—REGULAR, 10, 12: SATURDAY, 18 to 24.

Ask for Advertising Rates.

T. H. PRESTON, Prop.

You might as well try to pluck out the stars, as endeavor to cover Hamilton thoroughly without the aid of

The Spectator

A boaster, say you? Nay, nay! Investigate. Ask the wise men of the Agencies, or any of the local merchants. All have proved its value.

What Your Advertisement Might be Doing

From the Day of Insertion in

“The Morning Chronicle” “The Daily Echo”
“The Nova Scotian and Weekly Chronicle”

It will work in a splendid field already successfully covered by these three papers. With a combined average circulation of 150,000 readers in the Maritime Provinces of Canada, i.e.,

NOVA SCOTIA,
NEW BRUNSWICK,
PRINCE EDWARD ISLAND,
and also in
NEWFOUNDLAND,

these papers afford an easy way to reach the best buying public of a developing country of wealth and great natural resources.

That firm which consciously or inadvertently omits these three papers from their List fails to grasp the “true inwardness” of the Advertising situation in the Maritime Provinces of Canada, as it is impossible to adequately cover the field unless they are used.

Address:

Chronicle Publishing Company, Ltd.
P. O. BOX 74 HALIFAX, N.S.

Nova Scotia

is covered by **THE HALIFAX HERALD** and **THE EVENING MAIL** as Ontario is covered by The Globe and The News and Star. Not only the city of Halifax, but every incorporated town, village, and farming, fishing, and lumbering district in the Province is covered, while The Herald and Mail circulation in the mining and manufacturing centres exceeds that of any other Halifax paper at the ratio of 3 to 1.

"The Same Flat Rate for the Same Service to Everyone."

Sworn circulation and details of distribution furnished every advertiser. Thus the advertiser knows exactly HOW MUCH publicity he is getting for his money, and exactly where the circulation is—the respective towns and counties.

All contracts accepted upon this understanding. "Don't stay if it don't pay at our flat rate." If interested, communicate with

WILLIAM DENNIS
THE HALIFAX HERALD THE EVENING MAIL
HALIFAX

THE NEWS

IS

Toronto's Acknowledged Home Paper : : :

No Waste Every Copy Tells

The oldest newspaper in Canada is "The Gazette"--Established 1778

The Gazette
MONTREAL

The only English morning daily in Montreal is "The Gazette."

Advertisers find THE CITIZEN a profitable medium to use because its columns are free from objectionable patent medicine advertising copy.

THE CITIZEN is the only Ottawa paper that refuses to print the advertisements of Lydia Pinkham of Lynn, Mass.; Cora B. Miller of Kokomo, Ind.; Mrs. Summers and Mrs. Currah of Windsor, Ont., whose "copy," amounting in the aggregate to many pages during the year, is addressed exclusively to the mothers and daughters of the homes into which the newspapers are taken.

A Clean Environment Enhances the Value of CITIZEN space to advertisers with something useful to offer CITIZEN readers.

Sworn Daily Average Circulation for February,

15,227

The Ottawa Citizen Co., Limited

OTTAWA, CANADA

F. W. CRABBE, Manager Foreign Advertising
19 Duncan Street, Toronto

Shrewd Advertisers

Post Bills

THEY YIELD THE GREATEST AND QUICKEST RETURNS

We are official Representatives of the Canadian Bill Posters and Distributors Association and can handle your poster campaign in Western Canada (Port Arthur, Ont., to Victoria, B.C.) to better advantage than any other agency in Canada, from the fact that we own and operate most of the Bill Posting Plants in the larger cities of the West, and are in close touch with all the Western Bill Posters, and can get quicker action than if matters have to be referred to the East, 1,500 to 2,000 miles away.

Designs for Posters furnished on request.

Estimates and full particulars on application.

The greatest undeveloped mercantile territory in the world

Let us handle the Western portion of your appropriation.

The Lindsay-Walker Company, Limited

WINNIPEG
MAN.

Our painted displays—absolutely best in Winnipeg.

HERE

is a well known 44 year old fact.

THE

FARMER'S ADVOCATE

AND HOME MAGAZINE

(ESTABLISHED 1866)

is the leading authority in Canada on all Agricultural subjects.

Its circulation is among the best farmers in Canada, and is not equalled by any other agricultural publication.

Send for sample copy and advertising rate card.

ADDRESS:

The WILLIAM WELD CO.,
Limited
LONDON, - CANADA

What Impression Does Your Letter Head Make?

Your "Letter Head" does make an impression—favorable or otherwise. There's absolutely no argument on that point. It should impress the recipient with the dignity and stability of your house. It should be characteristic, never ordinary, always distinctive. Surely it would pay you to stamp your individuality on your "Letter Head." A high-class *lithographed* "Letter Head" works wonders in your favor all the time. Write to us and we'll tell you why.

ROLPH & CLARK, Limited,
Simcoe and Pearl Streets,
Toronto, Canada.

Hamilton
Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc., Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

The Beacon Light of the Stratford District

Stratford, Ont., is a manufacturing city, population 15,000. It is surrounded by the best dairying country on the continent, and it has tributary to it the progressive towns of St. Marys, Mitchell, Seaforth, Clinton, Tavistock, New Hamburg, Milverton and Listowel.

The STRATFORD BEACON (daily and weekly) covers this field, the daily edition by carriers each evening in several of the places named.

The papers are well written, well printed, and the daily has a special afternoon telegraphic service.

The Daily Beacon has a guaranteed circulation of 2,500 and Weekly 2,700. The general advertiser will find both editions valuable mediums for exploiting the merits of his product.

Very reasonable advertising rates. Send for card and sample copies, or consult any of the leading advertising agencies.

W. M. O'BEIRNE, Publisher.

Wherever magazine readers, or lovers of good literature congregate in this wide Dominion, there you'll find

The Canadian Magazine

(The National Medium)

Strong, aggressive and worthy rivals have entered the field, but the unbiased and the ablest admit that The Canadian Magazine is the "Premier" of all class and periodical publications issued in the Dominion. It excels many and rivals the best big magazines of both England and the United States.

Shrewd advertisers know that The Canadian Magazine has a national circulation—that its readers are the best buyers in Canada. A glance at our advertising pages emphasizes the fact.

The Canadian Magazine - Toronto

Newspaper and Magazine Presses Taken in Trade for Improved Hoe Machines

FOR SALE AT LOW PRICES

Goss Sextuple, or 48-Page Press.
Goss 4-Deck Press, printing from 4 to 32 pages.
Goss 3-Deck Press, printing from 4 to 24 pages.
Goss 3-Page-Wide Press, printing from 4 to 12 pages.
Goss Single Press, printing 4 and 8 pages.
Scott Sextuple, or 48-Page Press.
Scott 3-Deck Press, printing from 4 to 24 pages.
Scott Single Press, printing 4 and 8 pages.
Potter Two-Deck Press, printing 4 to 16 pages.
Potter Single Press, printing 4 and 8 pages.
Bullock Single Press, printing 4 and 8 pages.
Cox Duplex Press, printing 4, 6 and 8 pages.
Cox Duplex Press, printing 4, 6, 8, 10 and 12 pages.
Cottrell 64-Page Magazine Press.
Huber Flat-Bed Perfecting Press.

LET US KNOW YOUR REQUIREMENTS.
WE HAVE THE PRESS TO MEET THEM.

For prices and further particulars, apply to

R. HOE & CO.

Principal Offices:

504-520 Grand Street, New York, N.Y., U.S.A.

7 Water Street
BOSTON, Mass.

143 Dearborn St.
CHICAGO, Ill.

160 St. James St.
MONTREAL, Can.

8 Rue de Chateaudun,
PARIS, France.

109-112 Borough Road,
LONDON, S.E., England.

THE CALGARY DAILY HERALD

Recognized as the leading Daily Newspaper between Winnipeg and the Pacific Coast. The Herald swears to a larger circulation than any other daily paper even lays claim to

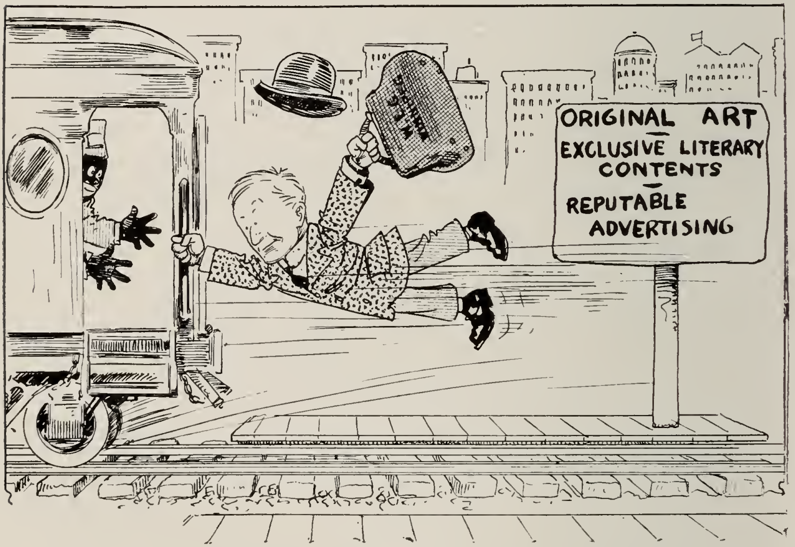
Examination of American Association of Advertisers just completed.

Full particulars and rates direct from this office or from any authorized agency.

HERALD PUBLISHING CO., Limited
CALGARY, ALTA.

Sworn Circulation for month of December,
7192 Copies Daily Average.

"You cannot cover Alberta without 'The Herald'"



"Here's where I get on with Canada—West Monthly"—Walter E. Gunn

Vanderhoof-Gunn Co., Ltd. CHICAGO LONDON WINNIPEG

The Morning Leader

REGINA, SASK.

Is the leading publication between Winnipeg and Calgary, covering the entire Province of SASKATCHEWAN.

CIRCULATION

Sworn statement for February, Daily, ... 4,282
Weekly, . . 6,600

Further particulars regarding advertising rates, etc., on application.

THE LEADER PUBLISHING CO., LIMITED
REGINA, SASK.

To cover Saskatchewan you must use THE LEADER.

New Home of the Victoria Times.

Advertisers

SOU' WEST, B.C.

last year, produced $82,500,000—or $315 per head of population.

Last available returns show the value of trade per head in B.C. to be $160—the highest in the world.

Bank statistics show Victoria to be the richest city per capita in Canada.

The Times is one of the foremost newspapers in B.C. and the only evening paper in its Capital city with nearly 50,000 people.

It is the ONLY paper in Victoria, the circulation of which has been examined and guaranteed by the Association of American Advertisers.

Advertising for Jan., 1910, 22 per cent. in excess of Jan., 1909.

Eastern Representative,
E. J. GUY,
Canada Life Bldg.,
Toronto Ont.

For Rates, etc., apply
THE TIMES,
Victoria, B.C.

Fifty Thousand People

That's a conservative estimate of the population at the Head of the Lakes.

THE MORNING HERALD
(FORT WILLIAM)

reaches this population and reaches it as no other paper can. THE HERALD is the only morning paper published in this vast territory.

Circulation now 2,800 and growing every day.
Sworn Statement forwarded on request.

We know that we can convince you that THE MORNING HERALD is the best advertising medium at the Head of the Lakes. Ask any authorized advertising agency or write to us for the facts.

The Morning Herald
FORT WILLIAM

THE EDMONTON JOURNAL
Morning Evening Weekly

M. R. Jennings, Editor and Man. Dir., Edmonton, Alta.

The Journal

IS THE POPULAR
PAPER WITH
THE PEOPLE OF
EDMONTON

January Circulation, Daily Average - - - 4,119
February Circulation, Daily Average - - **4,321**

In the City of London and Vicinity
The London Advertiser Leads

The London Advertiser guarantees you that every issue of its paper goes directly into over 17,000 homes.

The Management also positively states that in no other way can the City of London and vicinity be so effectually covered at so reasonable a cost as by advertising in its columns.

There is no duplicate system and to reach the people of this section you should place the London Advertiser on your list of advertising mediums.

CONSIDER THESE FACTS:

London is the centre of Western Ontario.

It has seven railroads and sub lines, connected by interswitching line over which 127 trains enter the city daily.

It is the third distributing centre of Canada.

It is the fourth city in population in Ontario.

It is the fifth city in the Dominion as a manufacturing centre.

It is the centre of a district 100 miles in extent of the finest agricultural land.

Its people are well to do and over seventy per cent. of them own their homes.

Mr. Advertiser, can you afford to keep out of this territory?

The London Advertiser

is the Home Paper

We solicit your careful enquiry into all facts. We will gladly furnish all information you desire.

Drop a postal for Sworn Circulation Statement.

ESTABLISHED 1863. CIRCULATION 17,000.

THE CANADIAN GROCER'S BIG SPRING NUMBER

will be out May 27

Perhaps it seems rather early to start an active solicitation of business for this issue, but, when we consider the amount of work necessary to carry out the plans already made, by both the editorial and advertising departments, we feel that we'll have no time to spare.

The central idea that will run all through this number is—

"The Science of Retailing"

The wide variety of subjects under way will cover every phase of retail merchandising from the scientific standpoint. They will show, definitely and exactly, what dealers are losing every day through the employment of unscientific methods. To gather material for these articles our editorial representatives will have to go out and study conditions as they exist in every section of Canada.

Besides the articles coming directly under the main subject, there will, of course, be others of general interest, as well as the usual market features, etc.

The Spring Number will be in the hands of every merchant handling groceries, everywhere from Halifax to Vancouver. There is not one of them who will not get many dollars' worth of value from it. There are few of them who will not keep it for reference for a considerable time.

The extraordinary interest the Spring Special will arouse and the close attention that it will receive, guarantee its unusual value as an advertising medium.

Don't worry about the copy—send us roughly the points you wish to emphasize, and we will have one of our ad-writers put the matter in good shape for you and send you proof if you desire it. If you require special designs we have three artists at your disposal

The Canadian Grocer is read every week by the live merchants in every section of Canada, because every issue contains suggestions and information that have a real dollars and cents value to them.

Readers of The Grocer represent an annual buying power of over $210,000,000.

By the use of a full page in the Spring Special you can reach 5 good merchants for every cent the space costs you. And, remember, you cover ALL of Canada.

The Canadian Grocer

Montreal **Toronto**
Winnipeg **Vancouver**
London, Eng. **New York**

Experience

IS WHAT COUNTS
IN THESE DAYS OF

Keen Competition

and time, money and patience are necessary adjuncts to bring it about and produce results.

With our quarter of a century's experience in the manufacture of

ELECTROTYPES AND STEREOTYPES

for all kinds of printing we claim we have shown satisfactory results to our patrons from the fact that many have been continuous customers all this time.

Give us a trial and we will satisfy *you* as well.

The Central Press Agency, Limited
F. DIVER, Manager
70-76 PEARL STREET - - TORONTO

In the Public Eye

The medium most likely to secure results for an advertiser is the newspaper that is most in the Public Eye. By this test

The Globe

is in a class by itself.

Whether it be in the law courts, in the interests of Good Government for Canada; or

In the international relationships of Canada with her neighbors to prevent disastrous upsetting of business conditions, or

Making the remarkable gain of 309 columns of advertising in March, 1910, over March, 1909, or

In recording from day to day the news of the city, the country and the world, or

In having the largest morning and evening circulation,

The Globe

maintains the proud position it has occupied for sixty-six years in the van of Canadian journalism.

Toronto, March 31, 1910.

MAY, 1910

Economic Advertising

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WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

Experience

IS WHAT COUNTS
IN THESE DAYS OF

Keen Competition

and time, money and patience are necessary adjuncts to bring it about and produce results.

With our quarter of a century's experience in the manufacture of

ELECTROTYPES AND STEREOTYPES

for all kinds of printing we claim we have shown satisfactory results to our patrons from the fact that many have been continuous customers all this time.

Give us a trial and we will satisfy *you* as well.

The Central Press Agency, Limited

F. DIVER, Manager

70-76 PEARL STREET - - TORONTO

As an Advertiser, have these figures any value to YOU

?

The Daily World

of Vancouver, British Columbia, carried during March, 1910:

1,821,595 Lines
130,114 Inches
6,195.19 Columns

Get in and try THE WORLD. Circulation proved by the A. A. Advertisers. Sworn statement —rate card on application.

Try the biggest advertising medium on earth. You GET RESULTS.

THE WORLD, Vancouver, B. C.

No Manufacturer has any Guarantee of Future Trade Unless He's an Advertiser

A certain garment manufacturer tried a little game on a big customer in the Maritime Provinces—thought the merchant would stick to him anyway. He didn't, though, and the first thing the manufacturer knew the whole account had gone to a firm that advertised in The Dry Goods Review. and that *showed by this* that the retailer was appreciated and his trade considered worth asking for.

Canadian dry goods dealers have got to be shown that it is to *their* interest to stock a certain line of goods, before they will do so.

Early in July The Dry Goods Review will issue its Special Fall Number. A copy will go to every dry goods dealer in Canada.

This issue will afford the Canadian manufacturer looking for business from dry goods retailers, and trying to build up a good-will asset, the best possible opportunity of showing these merchants that their trade is appreciated.

The retailers' active co-operation is the first and most important step in any advertising campaign.

The interest and support of dry goods retailers can be secured in no way as economically or as effectively as through systematic and persistent advertising to them through The Dry Goods Review.

Start on this good-will cultivation in the Big Fall Special, out July 6th.

Sample copy and advertising rates gladly sent on request.

THE DRY GOODS REVIEW

TORONTO MONTREAL WINNIPEG VANCOUVER

(Address nearest office)

P.S.—One advertisement in the last issue of The Dry Goods Review brought $2,000.00 in orders for the advertiser —a manufacturer.

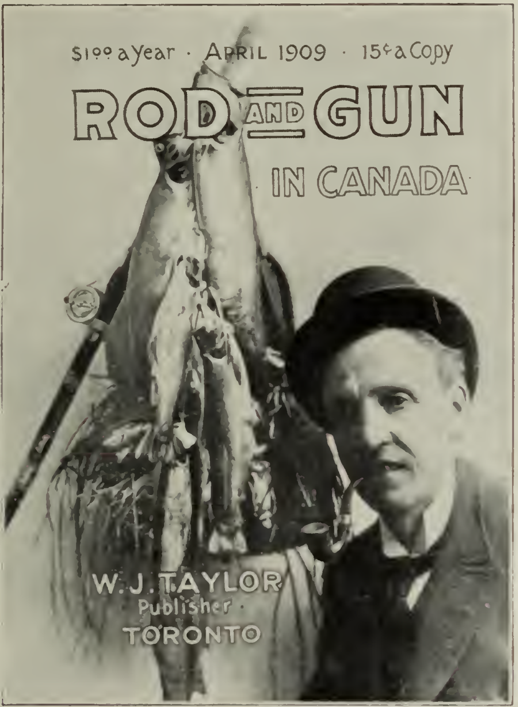
$18,000,000.00

(EIGHTEEN MILLIONS)

is the approximate amount expended annually by the Sportsmen who read

ROD AND GUN

$18000000



$18000000

$18,000,000.00

Every advertiser in Rod and Gun Magazine gets satisfactory results. Sample Copies and Rates on application.

W. J. TAYLOR, LIMITED, PUBLISHER

5 King West, - - - - - - - TORONTO, CAN.

Pure Food Campaign

NOW RUNNING IN

THE HOME JOURNAL

Is causing quite a sensation among the women of Canada. Thousands of women are now reading this progressive Woman's Magazine that never read it before. The series of articles on "Foods, Pure and Adulterated," will run in every issue during the Summer. The best time to advertise is when the magazine is being carefully read. The next issue will be a

SUMMER VACATION NUMBER

which will be in circulation by May 22nd. Send copy early. We increased the size last month, but still some advertisements were crowded out.

If you have not seen a recent copy, send for one. It will surprise you. Ask your agency what they think of The Home Journal. Rate Card and Circulation Statement sent on request.

The Home Journal

59-61 John Street - - Toronto

A Monthly Magazine published in the interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, May, 1910. No. 5.

Straight Talks

EDUCATING THE CONSUMER.

Who Will Make the Initial Move in a Campaign Designed to Educate the Public in a Few of the Principles Underlying all Advertising.—Seth Brown.

THE March issue of Economic Advertising answered that question by pointing out that it was the business of the publishers to educate their readers up to an appreciation of the actual value of advertising to the consumer.

The value of advertising is not too distinctly seen by a majority of advertisers, nor is it quite certain that all publishers are aware of what advertising means in the wider sense of the term.

The manufacturer who advertises merely for the purpose of increasing his private business is missing one of the sheerest delights of his life—a delight that he is paying for and ought to appreciate at par value.

Your advertising, apart from its direct monetary returns, has an indirect bearing on the community which the consumer should be made acquainted with.

Every dollar you invest in advertising, as a general rule, makes for the betterment of your product and the improvement of competing lines.

Advertising conserves quality. No advertiser is rich enough to go on advertising an inferior product. The day is coming quickly when inferior goods will not be saleable because of the distinct merits of most advertised articles.

Your advertising appropriation, besides its general and cumulative effects traceable in the growth of your business, is a certain amount paid for stable national prosperity.

All Canadian appropriations go to make up the big insurance policy we are paying—and must go on paying—for ultimate commercial supremacy.

The payments on that policy cannot be deferred. They must increase. Our producers will double their numbers every decade. They'll want the world's best goods—they'll be able to pay for the best—and, if we are wise, we'll prepare to supply the home demand before worrying ourselves about foreign markets.

But—since you advertisers must (incidentally of course) go on paying this ever-mounting premium for national prosperity it's a certainty that the consumer should be made to appreciate the benefits you confer on him personally and on the whole country in general. In our March issue a number of the direct and beneficial effects of advertising on the consumer were plainly stated. I also argued that it was the business of publishers to point out these beneficial effects to their readers. The argument was offered more as a suggestion than anything else. A few publishers and at least a score of advertisers commented favorably on that suggestion. But no decisive action has been yet taken—"the initial move in a campaign designed to educate the public in a few of the underlying principles of all advertising" has not been made.

* * *

THE EFFECTS OF ADVERTISING.

The consumer wants to know the effects of advertising—not so much the underlying principles of publicity in general. Surely it would pay any publisher to print two or more plainly-worded editorials every week on the direct effects of advertising on the consumer. The publisher of a daily would find it profitable to address all "Advertising Talks" to the buyers of goods advertised in his columns. This view of the matter seems so rational that it's hard to imagine why all such talks are aimed at the advertiser.

If I manufactured shoes, the publisher who talked to his readers about general effects of shoe advertising would be more apt to secure a contract from me than the one who didn't.

However, this is putting the matter perhaps a little bit too concretely. These talks should interest men and women in general advertising by pointing out the sure and certain effects of all advertising in conserving quality, lowering prices, etc. The first of a series of Plain Talks to the Consumer About Advertising appears in this issue. It is entitled "National and International Benefactors," and is written for the purpose of killing the popular delusion that the cost of advertising must come out of the goods. It is an attempt to prove that advertising never depreciates, but always enhances, the merits of merchandise while having a tendency to lower cost by simplifying distribution. The entire series will be copyrighted by the publishers of ECONOMIC ADVERTISING and must not be reprinted without permission.

* * *

NATIONAL AND INTERNATIONAL BENEFACTORS.

ASK the man on the street or the woman in the home—the average newspaper and magazine reader—to name the world's greatest living benefactors, and their inaccurate and varied replies will astound you.

A rugged little Scotchman, dour as the granite of his native land, looms up before many desirable citizens and they reply in unison: "Andrew Carnegie is the greatest living benefactor of his race."

A host of just as desirable citizens would chant the name and praises of John D. Rockefeller—even yesterday the ladies of a New York church called the Oil King "Heaven's special Ambassador."

A railroad king appeals to this man as the world's greatest living benefactor—an empire builder to another.

Those who gloat over the picturesque will probably name Roosevelt (the iron man of peace) or a great war lord.

Statesmen, poets, philosophers and popular authors are all nominated in turn by their admirers.

Gentler worshippers of the near great may name Helen Gould or little Eva Booth as great benefactors of our race—than the latter none is worthier to be named.

While admitting the benefactions of famous men and women—while realizing in some degree the immensity of the tasks they have essayed, yet, there are only two luminously-great benefactors in all the world, viz.:

THE FARMER AND THE ADVERTISER.

These two make the benefactions of all others possible.

Now, since the farmer's work is universally appreciated, it is surely only the part of wisdom to consider the reasons—or a few of the reasons—which compel us to place the advertiser next the farmer in the classification of national and international benefactors.

1st. Advertising reduces cost by increasing output and simplifying distribution.

2nd. Advertising insures quality—by bettering most products reaching the consumer, not only advertised products but also competing non-advertised lines.

3rd. Advertising benefits the community directly by making the publication of one-cent dailies and ten to twenty-cent periodicals possible.

4th. Advertising increases and insures national prosperity.

5th. Advertising is gradually knitting the nations of the earth into a huge community of interests.

6th. Advertising will ultimately make war impossible by accelerating the evolution of international trade.

7th. Advertising is the ambassador of Commerce, and its credentials are unhesitatingly accepted by foreign Governments and courts.

The advertisers of the world are doing big things as a part of the day's work. Whatever their motives—we do not believe that Canadian advertisers are altruistic in the least degree—they should be accounted great benefactors of the race.

Mr. Consumer, call your wife, take your pencil and figure out exactly what advertising has done and is doing for *you*.

Of course you have heard it said, "Messrs. So-and-So advertise quite extensively. Somebody must pay for it."

Rest assured, Mr. and Mrs. Buyer, that you are not paying one cent towards advertising.

It can be readily grasped, even by the layman, that the non-advertiser must ultimately pay the bills for the advertiser in loss of business and prestige. You don't pay one cent—not one.

Every ten-dollar bill invested in advertising any product is a move towards its perfection and tends towards cost reduction—for these reasons.

A poor article cannot be advertised successfully because you would only buy it once. But if it compares favorably with competing lines you will buy it again and again. Most probable buyers act the same as you do. The combined action of consumers increases the sales and inevitably lowers the cost. There's no legerdemain about this. Every dollar invested in advertising is working for

THE CONSERVATION OF YOUR BANK ACCOUNT
AND FOR THE COMMON WEAL.

Consider for a moment that our advertisers are our shrewdest business men and you will reject the idea that they would deliberately invest thousands and tens of thousands of dollars in advertising inferior goods.

Are you beginning to realize why it is the wisest and the best policy to always insist on advertised goods—why an increasing number of our best citizens will have none other.

If they want pure foods of high nutritive quality they demand the well-known advertised brands. If they want good clothes, they insist on the ones they know best through advertising.

If they want the best stove, furnace or heating system they demand the advertised articles.

Advertising means purity and wholesomeness in foods—durability and quality in almost every article of furnishings required in the home. It does not always mean low first cost—but it *always does guarantee final economy.*

Apart from the direct benefits advertisers confer on consumers by insuring the purity and quality of their products by and through advertising, we should always demand the advertised lines for broader reasons. The advertiser is not a philanthropist—he never imagines that he is a benefactor of the nation and the race, but the fact remains that he *certainly* is the latter.

Demand advertised goods! The next article will deal with what may be termed "The Larger View of Advertising."

* * *

THE FINANCIAL ADVERTISER.

There's a delicate improvement in the condition of the financial advertiser—just enough to make us believe that he'll be a robust and aggressive business man about the middle of this century. Perhaps this sign of vigorous life is only fanciful on my part; but I willingly risk the prediction that bankers and brokers will be alert and active advertisers before 1950. The lack of initiative on the part of bankers and solid financial institutions, as far as advertising is concerned, may be up to the advertising man. With two exceptions, Tom Lawson and Cash Harris, the expert financial advertising man has not arrived. There's a work for such a man to do right here in Canada—not one who is willing to sell his services to fake promoters and the like, but one who will bring all his acumen to bear on financial propositions, and know them to be worthy before making a serious attempt to exploit them.

However, it is hard to overlook the advertising inactivity of bankers and sound financial institutions. There's a serious moral laxity about their attitude towards advertising which plainly disregards the ethics of finance.

Banking is a business—not a profession in any sense of the term. And the business of a bank is not the conservation of capital, but the skilful promotion of the country's industries. Banking is not conducted now as it will be conducted even a decade after this. Dignity is a splendid old word, but business is business.

Why doesn't the banker go after business in the approved fashion?

Since advertising creates a big percentage of the best bank accounts—and is bound to create a still greater—why doesn't the banker advertise?

It's hard to answer these questions, but we gladly note the improvement in financial advertising by reproducing some of the best that have appeared recently in the newspapers.

* * *

HONESTY IN ADVERTISING.

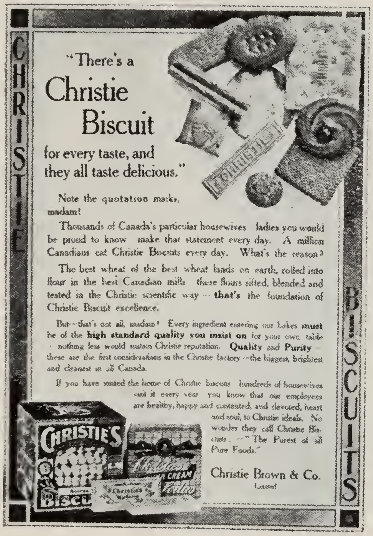
It would appear that "Honesty is the best policy" in advertising, as in all other things. The crude old-fashioned way of advertising was boisterous, sometimes picturesque, and nearly always diametrically opposed to the truth. But Mr. Barnum is dead—his students are dying, and it is well to remember that Nature's laws admit no retrogression of mankind in the mass. And so in advertising. We may not know as much about the principles of advertising as some of the "dead ones," but the things we know *we know*.

It pays to be honest—besides, it is right. That's one thing about advertising that the last decade has proved. The slick advertiser lasts no longer than his unfounded claims. And as a rule he makes his dash only because some self-styled advertising specialist needs the money. A wiser generation will order things differently. That most advertising is conducted ably and honestly speaks well for the advertising business.

ADVERTISING IS ORGANIZED SALESMANSHIP

So declares John Lee Mahin in "Printers' Ink." The Salesman must analyze the needs of others if he would be successful. The Consumer's attitude towards Advertising.

A little more than twelve years ago, a youth, twenty-two years of age, and fresh from the college of experience, managed through a peculiar sort of bull-dog tenacity to get a job on the Buffalo, Rochester and Pittsburgh Railroad. He knew very little about the business of traffic, transportation, or freight rates, and so they put him to work digging sewers, subbing on a wreck-train and cleaning the internal clinkers from fresh water boilers. Right merrily he made the welkin ring at the railroad yard. But something quite apart kept calling him. He thought his right hand was better constituted to hold a pen than to wield a three-pound hammer in the chorus of pandemonium.


CHRISTIE
BISCUITS
CHRISTIE'S
BISCU
CREAM

"There's a Christie Biscuit for every taste, and they all taste delicious."

Note the quotation marks, madam!

Thousands of Canada's particular housewives — ladies you would be proud to know — make that statement every day. A million Canadians eat Christie Biscuits every day. What's the reason?

The best wheat of the best wheat lands on earth, rolled into flour in the best Canadian mills — these flours sifted, blended and tested in the Christie scientific way — **that's** the foundation of Christie Biscuit excellence.

But — that's not all, madam! Every ingredient entering our cakes **must** be of the **high standard quality you insist on** for your own table — nothing less would sustain Christie reputation. **Quality** and **Purity** — these are the first considerations in the Christie factory — the biggest, brightest and cleanest in all Canada.

If you have visited the home of Christie biscuits — hundreds of housewives visit it every year — you know that our employees are healthy, happy and contented, and devoted, heart and soul, to Christie ideals. No wonder they call Christie Biscuits — "The Purest of all Pure Foods."

Christie Brown & Co.
Limited

IT MIGHT BE BETTER.

He had a strong inclination for figures. The inevitable confronted him. He had to make up his mind to get out of the railroad business and the boiler cleaning profession or throw away his ink bottle. As a preliminary, he took a three months' course in bookkeeping, retired from the yards, and looked about him.

The impulse strongest in him was not to repair something, but to sell something.

Salesmanship dominated him. In a nebulous way, the idea formed in his mind that great prosperity was in store for the man who supplied public necessities.

One day he read an article about Frank A. Munsey, already world-famous as a publisher and a manufacturer. The Rochester boy heard that Mr. Munsey was erecting a magnificent department store in New London.

Did the ex-railroad cub take the next train for New London in search of a job?

No. He went off and made a careful investigation of Frank Munsey's rating with Bradstreet. He found he was worth $300,000, "and growing."

The story of how this Rochester boy opened a correspondence, got on the trail of his job and riveted himself to the one idea of joining the pay-roll is a long one. It is a lesson in "sticktoitiveness," an epic in persistence and a record of tireless application to the one idea of "landing with Munsey." And "land" he did in the bookkeeping department at $15 a week.

He saw the expansion of the business, the far-reaching effect of concentration and salesmanship and organization.

He plugged at it, night and day, without regard for office hours, and shutting his eyes to all else save the growth of the business.

The food department store in New London became the parent of fifty other stores, linking Eastern cities with its chains and all carrying out successfully the policies of organized salesmanship developed by the Rochester boy.

The two magazines at that time published by The Munsey Company grew into six, and four daily newspapers were added to the family.

The business increased. The future, pregnant with promise, loomed in majestic proportions.

Organization became the watchword. The Rochester boy had grown up with the business, occupying every position of trust and responsibility in the gift of his employer.

To-day, although not yet thirty-five years of age, the once boiler-cleaner, William T. Dewart, is now the general manager of The Frank A. Munsey Company, and all that it stands for in publishing, manufacturing and salesmanship.

By what process had he risen to this opportunity?

Close attention to the details of his business, the future of organized salesmanship and the personality of his employer.

He had analyzed Mr. Munsey and his opportunities. He had become convinced of Mr. Munsey's large ultimate success, and that in time Mr. Munsey would need and appreciate just the service that he was best able to render to him.

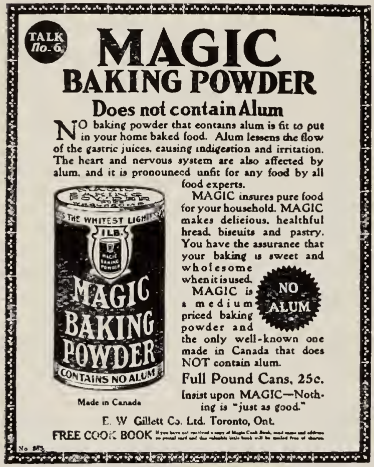
Mr. Dewart showed himself essentially a salesman in the truest sense of the word as far as his own powers and abilities were concerned.

He knew exactly what he could do himself if given the opportunity. He had analyzed and thought out what Mr. Munsey would need in the way of assistance when he fully developed his ambitious plans.

Mr. Dewart did not find a market for his abilities awaiting him with a beckoning hand. He had to create his own opportunity.

Upon every human being the responsibility of salesmanship rests. It is a duty that cannot be escaped. Every man and every woman has powers of usefulness which must be marketed in this complex, co-operative civilization in which we are living.

We see merchants with but little schooling conducting successful business enterprises and increasing in prosperity year after year, and admittedly abler men judged entirely by intellectual standards going into bankruptcy after attempting the identical lines of business.


THE WHITEST LIGH
1LB.
MAGIC BAKING POWDER
CONTAINS NO ALUM

TALK No. 6

MAGIC
BAKING POWDER

Does not contain Alum

NO baking powder that contains alum is fit to put in your home baked food. Alum lessens the flow of the gastric juices, causing indigestion and irritation. The heart and nervous system are also affected by alum, and it is pronounced unfit for any food by all food experts.

MAGIC insures pure food for your household. MAGIC makes delicious, healthful bread, biscuits and pastry. You have the assurance that your baking is sweet and wholesome when it is used.

MAGIC is a medium priced baking powder and the only well-known one made in Canada that does NOT contain alum.

NO ALUM

Made in Canada

Full Pound Cans, 25c.

Insist upon MAGIC—Nothing is "just as good."

E. W Gillett Co. Ltd. Toronto, Ont.

FREE COOK BOOK

Strong Advertising.

These differences can be attributable to no other cause than that something which men possess in varying degree but which, it is apparent, can be developed and intensified by will power, and that is the quality of persuading others to accept us at the same estimate we place upon ourselves and upon which we can continue to make good. This is as good a definition of the word salesmanship as I am able to give, and as applied to merchandise it needs only a little restating in terms and not in essence.

Salesmanship is persuading people to purchase what one has to sell them, at a price which means permanent satisfaction to the buyer.

All I know about advertising I learned as an everyday salesman. To me advertising is nothing more nor less than *organized salesmanship.*

As the modern shoemaking factory, with its many automatic machines, and its army of high-class salesmen, calling on merchants operating high-class shoe stores throughout the country, has supplanted the old-time cobbler, so the use of words, pictures, type, printing plates, paper and printers' ink has given to salesmanship an impetus, a scope and a dominion that it never could have possessed otherwise.

The one thing that began to become more clearly impressed on my mind was that price was not a measure of value so much as it was an appreciation of the quality of the salesmanship that had been put behind the article.

An instance in point is the experience of a very successful manufacturer I met:

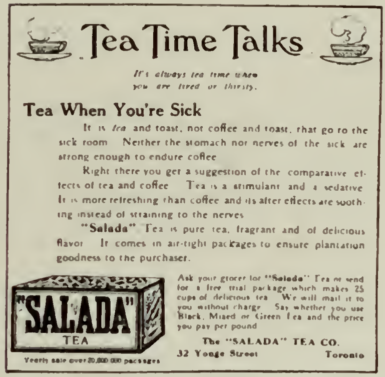
He told me of an experience he had in selling a dealer three high-priced ranges. A year after he sold them he called on the dealer and found that only one had been disposed of. The dealer explained that he had been in business there twenty-seven years, that it was a cheap town and high-class goods would not move there. While he was talking a lady came in and asked to see a stove. A half-grown boy, who looked as if his relatives had all died the day before, walked up to her and, leading her to the two ranges that were standing in a prominent place on the floor, suggested in a doleful tone of voice that "there is a good stove." The woman snapped out something about "how much?"

The stove man, telling me the story afterward, said, "I could not stand that." He rushed over and pulled open the front door of the range, which hinged from the bottom, and jumped up and down on it. As he was over six feet tall, he added a visible illustration to his statement that this range would perform useful service when he and the lady he was talking to were both dead and gone.

Then he called her attention to the fire-box. He assured her that, with her experience, she could see its advantages over any she had ever used, and with a few chips of wood she could that very afternoon, if she wanted to, make her husband the finest biscuits he had ever eaten. He said he felt safe in assuming that she was a good cook, because a woman who was so interested as to come to the store and look into the matter herself must be a very good cook.

He talked along in that strain until he made that woman feel that her kitchen would never be complete and that she never could cook the best things of which she was capable until she got that range into her house.

It is needless to say that the woman bought the range and paid a good deal more for it than the retail dealer had priced it, and that this stove salesman shipped into the town, the following week, a carload of stoves and personally superintended a sale which cleaned them all out in very short order.



Tea Time Talks

It's always tea time when you are tired or thirsty.

Tea When You're Sick

It is *tea* and toast, not coffee and toast, that go to the sick room. Neither the stomach nor nerves of the sick are strong enough to endure coffee.

Right there you get a suggestion of the comparative effects of tea and coffee. Tea is a stimulant and a sedative. It is more refreshing than coffee and its after effects are soothing instead of straining to the nerves.

"Salada" Tea is pure tea, fragrant and of delicious flavor. It comes in air-tight packages to ensure plantation goodness to the purchaser.

Ask your grocer for **"Salada"** Tea or send for a free trial package which makes 25 cups of delicious tea. We will mail it to you without charge. Say whether you use Black, Mixed or Green Tea and the price you pay per pound.

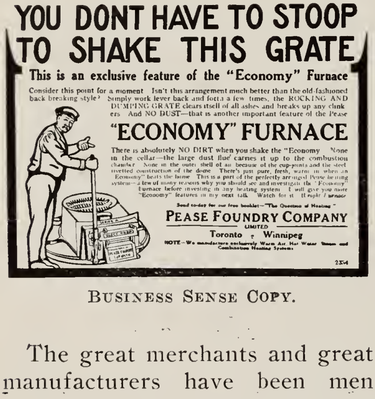
The "SALADA" TEA CO.
32 Yonge Street Toronto

ALWAYS GOOD.

The more I thought over this story, the more I became convinced that the stove which that woman bought was actually more valuable, in every sense in which the word "value" could be used, because the salesman had invested it with qualities which added continually to her satisfaction and happiness.

It only requires a little thought

to realize that the fashion in which our clothes are cut and made up, the styles of our hats and our shoes, the outward form of our articles of jewelry, are all the results of studied, careful, brainy but subtle salesmanship on the part of those whose financial interests were best served by putting us, unconsciously to ourselves, in the state of mind in which we demand and cheerfully pay our good money for the various articles of clothing and adornment that all of us cherish.



YOU DONT HAVE TO STOOP TO SHAKE THIS GRATE

This is an exclusive feature of the "Economy" Furnace

Consider this point for a moment. Isn't this arrangement much better than the old-fashioned back breaking style? Simply work lever back and forth a few times, the ROCKING AND DUMPING GRATE clears itself of all ashes and breaks up any clinkers. And NO DUST—that is another important feature of the Pease

"ECONOMY" FURNACE

There is absolutely NO DIRT when you shake the "Economy." None in the cellar—the large dust flue carries it up to the combustion chamber. None in the outer shell or air because of the cup-joints and the steel riveted construction of the dome. There's just pure, fresh, warm air when an "Economy" heats the home. This is a part of the perfectly arranged Pease heating system—a few of many reasons why you should see and investigate the "Economy" furnace before investing in any heating system. I will give you more "Economy" features in my next talk. Watch for it. The *right furnace*

Send to-day for our free booklet—"The Question of Heating."

PEASE FOUNDRY COMPANY
LIMITED
Toronto : Winnipeg

NOTE—We manufacture exclusively Warm Air, Hot Water, Steam and Combination Heating Systems.

2354

BUSINESS SENSE COPY.

The great merchants and great manufacturers have been men who made their personality count, not alone in the organization of large commercial enterprises for producing and distributing goods, but more especially in investing the goods with increased value by educating the people to a larger consumption of the same.

The final purchaser, the consumer, the one who takes the article out of the channels of trade, is, after all, the arbiter of trade itself.

This consumer nearly always purchases in unconscious obedience to what he or she believes to be the dictates of an authority which is anxiously consulted and respected.

Public sentiment is always the product of deliberate, determined effort on the part of people who have learned how to hold and sway public opinion.

Advertising, as organized and highly developed salesmanship, offers, in this commercial age, the best opportunity for the exercise of creative ability.

The mental attitude of the purchaser is what is symbolized by the name of the article, or the name of the trade-mark or brand which distinguishes a particular article; and as this mental attitude can be produced by the use of means which are available to everybody in business, it is surprising that this phase of business development does not receive more attention.

The American people are readers of magazines and newspapers. They are active, and throng the busy thoroughfares, where they see billboards; and they ride on the street-car lines, where signs are displayed.

The American people are wide-awake and attentive to new ideas and new thoughts; and magazine, newspaper, street-car and billboard space present opportunities for the expression of new ideas which no other people in the world have ever had, and which give to American business men an opportunity for the creation of a favorable state of mind on the part of the buyer such as no other business men ever had in the world's history.

The new advertiser is often confused by the many opportunities presented to him and the impossibility of any purse being large enough to employ them all.

The best advertising uses highly organized methods in preference to those not so fully developed. For instance, the largest circulation confined within the territory available to the advertiser is always more economical to use than the same aggregate circulation might be of a number of smaller ones.

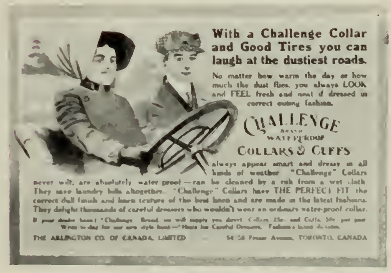
A big dealer buys more goods than a little dealer, yet the only difference is that the big dealer is a more highly organized type.

The best advertising emphasizes individual characteristics of the advertiser, and takes cognizance of competitors only in the preliminary plans, never in the actual announcement.

For instance, an advertisement from which the name of the advertiser can be taken out and that of a competitor substituted, and the advertisement then be just as good for the competitor as it is for the man who uses it, does not rise above mediocrity, and fails in emphasizing the individual characteristics of the advertiser's own business.

Good advertising does not consume attention to its words, or its pictures, or its design, to the exclusion of the article advertised.

A well-known constructor of clothing advertisements says that as long as he is complimented on his illustration or on his text matter he realizes that he has not done his best work; but when some would-be critic absolutely questions whether his house makes as good goods as he claims it does, then he knows that the advertisement has struck home, and fulfilled its mission.



With a Challenge Collar and Good Tires you can laugh at the dustiest roads.

No matter how warm the day or how much the dust flies, you always LOOK and FEEL fresh and neat if dressed in correct outing fashion.

CHALLENGE BRAND WATERPROOF COLLARS & CUFFS

always appear smart and dressy in all kinds of weather. "Challenge" Collars never wilt, are absolutely water proof—can be cleaned by a rub from a wet cloth. They save laundry bills altogether. "Challenge" Collars have THE PERFECT FIT, the correct dull finish and linen texture of the best linen and are made in the latest fashions. They delight thousands of careful dressers who wouldn't wear an ordinary water-proof collar.

THE ARLINGTON CO. OF CANADA, LIMITED — TORONTO, CANADA

A Good Magazine Half Page.

The best advertising is always optimistic in tone. People do not like to associate nor do business with pessimists.

The best advertising is always "made good" by the advertiser.

◆

Stopping an ad to save money is like stopping a clock to save time.

* * *

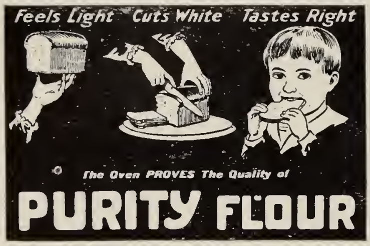
If advertising is not a profitable investment WHY do so many successful houses in all lines of trade keep continuously at it? Are THEY in error or are YOU?

A WORD OF ADVICE TO THE RETAIL ADVERTISER.

The Public is wearied of meaningless superlatives—the use of them shows a lack of a proper appreciation of the consumer's intelligence. The truth wins out—exaggeration spells ultimate ruin.

—William G. Colgate.

When we went to school we were taught that there were three degrees of quality—good, better, best. Inferentially, however, the retail advertiser recognizes no such distinctions. He has only one standard, which brooks of no comparison. It is the best.



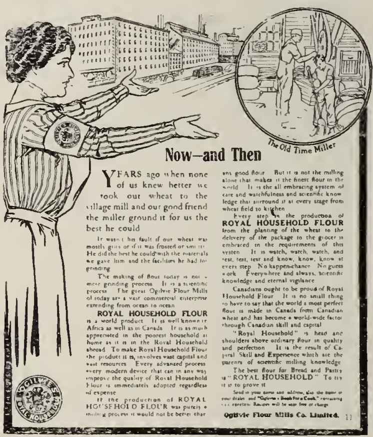
NOT BAD.

The infinite terminology of the superlative as expressed by "unequalled," "highest standard," "unapproachable," "peerless," "perfect," "flawless," "pinnacle of perfection," "in a class by itself" and so on forms a basis for the belief that advertisers generally, in so far as quality is concerned, occupy the unassailable position of perfection. The mediocre, the cheap and the inferior are comparative standards apparently unknown to them.

It is to be deprecated from the advertising viewpoint, that the careful, hardheaded buyers which constitute by far the biggest proportion of the purchasing public have become infected with the Missourian germ and want to be shown. In short, they are no longer willing to be dazzled by brilliant "literary" efforts and want plain straight talk—actual facts—about the goods they are solicited to buy.

Consequently the frequency and apparent carelessness with which the superlative is exploited betokens one or two things—advertisers are over-optimistic, insincere or mentally lazy.

Any one of these is a direct sin


The Old Time Miller

Now—and Then

YEARS ago when none of us knew better we took our wheat to the village mill and our good friend the miller ground it for us the best he could

It wasn't his fault if our wheat was mostly grits or if it was frosted or smutty. He did the best he could with the materials we gave him and the facilities he had for grinding

The making of flour today is not a mere grinding process. It is a scientific process. The great Ogilvie Flour Mills of today are a vast commercial enterprise extending from ocean to ocean

ROYAL HOUSEHOLD FLOUR is a world product. It is well known in Africa as well as in Canada. It is as much appreciated in the poorest household at home as it is in the Royal Household abroad. To make Royal Household Flour the product it is, involves vast capital and vast resources. Every advanced process every modern device that can in any way improve the quality of Royal Household Flour is immediately adopted regardless of expense

If the production of ROYAL HOUSEHOLD FLOUR was purely a milling process it would not be better than any good flour. But it is not the milling alone that makes it the finest flour in the world. It is the all embracing system of care and watchfulness and scientific knowledge that surround it at every stage from wheat field to kitchen

Every step in the production of **ROYAL HOUSEHOLD FLOUR** from the planting of the wheat to the delivery of the package to the grocer is embraced in the requirements of this system. It is watch, watch, watch, and test, test, test and know, know, know at every step. No happen-chance. No guess work. Everywhere and always, scientific knowledge and eternal vigilance

Canadians ought to be proud of Royal Household Flour. It is no small thing to have to say that the world's most perfect flour is made in Canada from Canadian wheat and has become a world-wide factor through Canadian skill and capital

"Royal Household" is head and shoulders above ordinary flour in quality and perfection. It is the result of Capital Skill and Experience which are the parents of scientific milling knowledge

The best flour for Bread and Pastry is "ROYAL HOUSEHOLD" To try it is to prove it

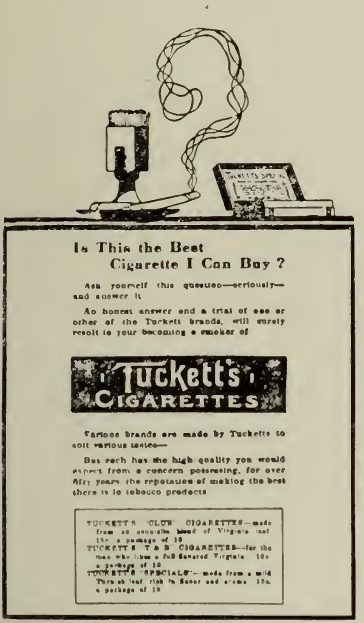
Send in your name and address, also the name of your dealer and "Ogilvie's Book for a Cook," containing [illegible] excellent Recipes will be sent free of charge

Ogilvie Flour Mills Co. Limited.

MUCH BETTER.

against the advertising decalogue.

If over-enthusiasm is the cause advertisers can apply the proper corrective by assuming the purchaser's position.



Is This the Best Cigarette I Can Buy ?

Ask yourself this question—seriously—and answer it

An honest answer and a trial of one or other of the Tucketts brands, will surely result in your becoming a smoker of

Tuckett's CIGARETTES

Various brands are made by Tucketts to suit various tastes—

But each has the high quality you would expect from a concern possessing, for over fifty years the reputation of making the best there is in tobacco products

TUCKETT'S "CLUB" CIGARETTES—made from an exquisite blend of Virginia leaf 15c. a package of 10

TUCKETT'S T & B CIGARETTES—for the man who likes a full flavored Virginia 10c a package of 10

TUCKETT'S "SPECIALS"—made from a mild Turkish leaf rich in flavor and aroma 10c. a package of 10

EFFECTIVE ADVERTISING.

Insincerity—attempts to pull the wool over the public's eyes—is a long-since antiquated and futile method of Barnum's halcyon days. This policy of being unfair with the public is inexcusable. The advertiser who wilfully pursues such a non-ethical course should and does suffer public censure for his apparent contempt of its understanding.

After all, though, perhaps the continued existence of the obnoxious superlative is due to the advertiser's mental shirking or lassitude rather than from any desire to deliberately delude or defraud the public.

It is so much easier to use the comparison that comes first to mind, and which naturally suggests itself as putting the best side out, than to con the mind for some other less commonplace but unquestionably more accurate description.

Advertisers should pay heed to this phase of advertising. If anything is to undermine the influence of their copy and nullify its force and efficiency, it is this marked propensity to indulge in thoughtless exaggeration.

Granted that the public is neither lacking in perception or laggard in appreciation, the safest and obvious course for the advertiser to pursue is to "tell the whole truth and nothing but the truth," leaving the superfluous, tiresome and transparent superlative to others who brazenly seek to achieve their object by foolishly underestimating the public intelligence.

**The Securities We
Offer Are for
Conservative Investors.**

Government Bonds to yield	4½%
Municipal Bonds to yield	4½% to 5%
Railroad Bonds to yield	5%
Public Service Bonds to yield	4¾% to 5½%
Proven Industrial Bonds to yield ...	5½% to 6%

May We Submit Quotations ?

**DOMINION SECURITIES
CORPORATION-LIMITED**
TORONTO MONTREAL. LONDON ENG.

THE BARE FACTS—BUT—

A STUDY IN ADVERTISING.

An editorial from the Montreal Gazette which endorses the opinion of a contributor to the London Times, viz: That Advertising in some of its branches has reached a higher development in Great Britain than in any other commercial country. American papers might copy this article with profit.

An interesting contribution to the literature of advertising appears in a recent issue of the commercial supplement of the *London Times.* Advertising in some of its branches has reached a higher development in Great Britain than in any other commercial country. Great business enterprises have been built upon it, and some of the more successful of advertisers have found it profitable to employ high class artists as well as skilled writers to make their wares known. The most successful are apparently also the most persistent as well as the most skilled. Some take a happy phrase and by a re-iteration associate it in the public mind with their goods. Some seize on a device that, by publicity and its attachment to an article of quality, becomes so known that a sight of it at once suggests to the observer the thing he may need. Where phrase or device can be used under diverse circumstances, so as to be assoc-

Good as Gold

Certain investors prefer securities which are readily convertible into cash, and which veritably are as good as gold. To such investors we highly recommend the purchase now of bonds of the Amalgamated Asbestos Corporation.

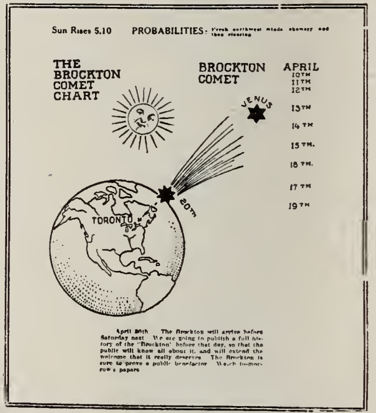
The bonds at present price yield nearly 5¾%, and it is planned to list them on the Toronto, Montreal, New York and London, Eng., Stock Exchanges, making them readily convertible into cash.

We will gladly send you our special circular, G-3, which fully shows the virtue of the investment.

Bonds are in $500 and $1,000 amounts.

ÆMILIUS JARVIS & CO.,
(Members Toronto Stock Exchange)
Toronto, Ont., Vancouver, B. C.,
London, Eng.

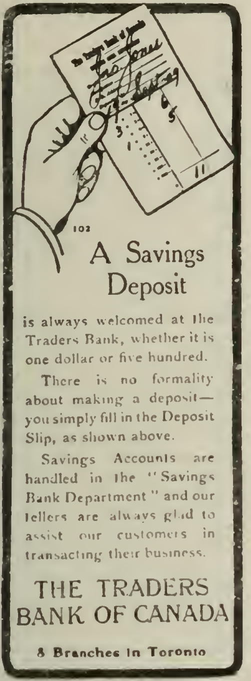
A Little Better.



April 20th. The Brockton will arrive before Saturday next. We are going to publish a full history of the "Brockton" before that day, so that the public will know all about it, and will extend the welcome that it really deserves. The Brockton is sure to prove a public benefactor. Watch to-morrow's papers.

This was a Deep Mystery for Many Days.

iated in a fresh way with the old meaning, the result is likely to be more effective. In such cases, to quote the *Times* writer, each announcement should be made as far as possible complete in itself, in order that the reader may not have a doubtful impression on his mind; but the several advertisements of a series should be so linked up that a reader of one who also peruses its successors will have his impression as to the article dealt with continued and developed. By this means cumulative effect may be more effectually had even than by the repetition of one clear statement again and again. In this connection, also, it is pointed out that the first advertisements of a series, though skilfully and thoughtfully prepared, may seem to have little effect, but may contribute powerfully to the efficacy of later announcements put forth. A relatively small and inexpensive series of advertisements, following a much larger and more costly series, has often, it is declared, seemed to produce the greater sales, through the cumulative effect it had on the minds of the buyers. Some successful series of advertisements have helped others than those who paid the price. A case is men-



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A Savings Deposit

is always welcomed at the Traders Bank, whether it is one dollar or five hundred.

There is no formality about making a deposit—you simply fill in the Deposit Slip, as shown above.

Savings Accounts are handled in the "Savings Bank Department" and our tellers are always glad to assist our customers in transacting their business.

THE TRADERS BANK OF CANADA

8 Branches In Toronto

A SIGN OF BETTER THINGS.

Earning Power

The practical value of financial possessions is measured, not by the number of dollars, but by the earning power of those dollars.

The average earning power of invested wealth is less than four per cent.

With assured security an increase from four to five or six per cent. means that every dollar acquires a proportionately greater earning power.

The six per cent. First Mortgage Bonds of the Canadian Car and Foundry Company, Limited, are fully secured.

We offer them at 105 and accrued Interest, yielding over 5⅝%.
Particulars on request.

Royal Securities Corporation, Limited

Royal Bank Bldg., Toronto.
G. H. DOBLE, Manager.

QUEBEC MONTREAL—HALIFAX

REASONABLE COPY.

THE TORON

Canada's Brightest Newspaper published every day in the year

The best advertising medium is known by the advertising it carries, and the way it holds its advertisers.

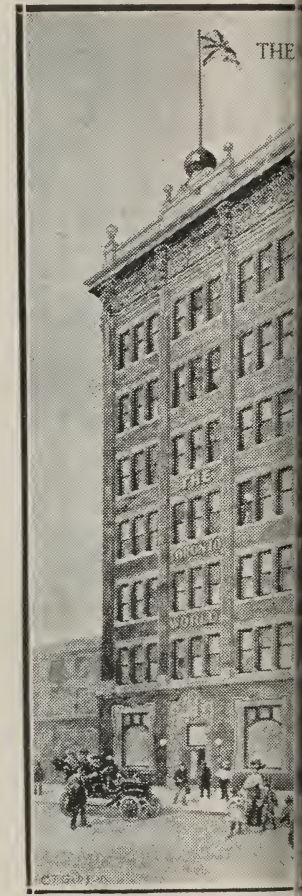
Judged by these infallible tests, "The World" stands out as the best advertising medium in Canada.

The Toronto World enters 75 per cent. of the homes in the city, and practically blankets Ontario—by all odds the richest Province in the Dominion.

Advertisers declare that an "ad" in The World always pays.

Net Average Circulation

Daily 44,731



Advertising Rate C
Ask all Advertisin

THE TORONTO WORLD

TO WORLD

known throughout the Dominion as "The People's Newspaper."

The Sunday World is unique in Canadian journalism—it stands alone. It is not an experiment, but a thoroughly established newspaper read by a quarter of a million readers and endorsed by the biggest and shrewdest of our national advertisers.

If you don't advertise in The Sunday World you are missing Canada's premier illustrated newspaper.

The Sunday World enters the best homes in Canada—it reaches the best buyers.

Net Average Circulation

Sunday 49,223

mailed on request.
ents—they know.

(DAILY AND SUNDAY)

tioned where a company, beginning its campaign, made no mention in its announcements of its own product. It printed lengthy reasoned statements to create an impression that there was need for what it had to sell. Then it named its specialty, and its reward was ample. In another case mentioned, a series of advertisements was continued for a number of years. It was designed to create a demand for a particular brand of a product of which there were many brands on the market. The article was imported, and there was in the trade returns evidence that its sale had been increased. Though the advertiser did not get all the benefit of his work, there was trade information to show that his harvest was good and his sowing profitable. It is important to success, however, that the sowing should he in the right kind of a field. The *Times* writer shows that "it is wasteful to advertise to the wrong public, that is to any public whose trade will not return a profit on the expenditure." For instance, it would not be advisable to advertise the most costly goods among those who would only buy the cheapest. It has been found advantageous, at times, also, to spend money on advertisements to catch the notice of leaders in society or art, for the sake of the vogue their example would give to the article they favored. A feature of the advertisements that give greatest evidence of being successful is their directness. Advertisements to trick or surprise the reader are being discarded, as are also, among wise seekers for publicity, those which contain disgusting or repulsive statements or pictures. It does not pay to offend either good taste or intelligence. The firm which has a good article it wishes to bring to the notice of the public does best by making its announcement honestly and openly, making its statements or its promises no stronger than it can maintain when the goods go into consumption. And this is business as well as sense.

If all thought alike, there would be no horse trading or advertising.

* * *

Time to advertise is all the time. The man who fishes longest has the largest basket of fish.

* * *

If I could command the speech of twenty nations I would preach politeness in them all. It is the Aladdin's lamp of success. I do not speak idly in praise of politeness, for out of the experience of fifty-six years in the banking business it has been borne in upon me almost daily that courtesy is one of the prime factors in the building up of every career. It is the hall-mark of the gentleman and of the keen man of affairs.—*George G. Williams.*

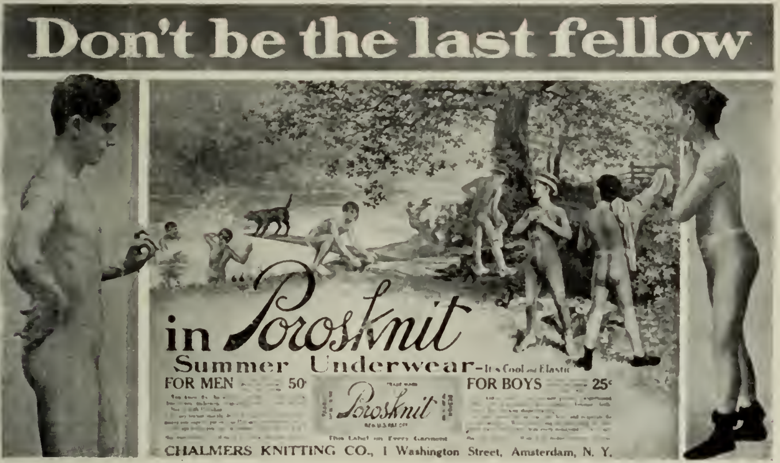
TALKS TO SALESMEN.

Robert Frothingham tells some Wholesome Facts in an Interesting Manner.—The Commercial Union.

Robert Frothingham of the Butterick Trio, publishes a very interesting and highly instructive bulletin each month, addressed to buyers and salesmen. Here are some extracts from the recent number, which every one can read with profit:

You must, of course, know your stock of goods—but yourself—how about that factor in the problem?

You will never do yourself justice as a salesman until in cold blood you have taken stock of yourself. Take pencil and paper to-day and write down in the — and + columns your good and bad points as a salesman.


Don't be the last fellow
in "Poroskmit"
Summer Underwear—It's Cool and Elastic
FOR MEN 50c
FOR BOYS 25c
Poroskmit
This Label on Every Garment
CHALMERS KNITTING CO., 1 Washington Street, Amsterdam, N. Y.

A Sample of Art Making Good in Advertising.

Why? Because you ought to use your good points to the limit, and begin a systematic campaign on overcoming your faults.

You may be industriously doing yourself harm if you are of the energetic class, or only half doing a number of things which are good as far as they go, but need more energy behind them.

Let's get down to cases. Are you industrious, optimistic, thorough, quick, observant, patient, always courteous, tactful, clear in expressing your thoughts, able to concentrate?

Do you gossip, exaggerate, or bluff?

Are you loyal to the house?

Now about your health. Can you improve it? Are you sleeping enough? Do you eat sensibly? Do you exercise regularly?

Now, let's be brutally frank and talk about personal appearance. Are you as immaculately clean as your job will allow your hands and nails, clothes and shoes to be?

I'm not preaching. This is a chat about an inventory which I take myself periodically, and I never do it without finding that I must keep building up where my defenses have fallen away.

Now, how and why to change the — quantities to the + side.

Industry—very few of us are really industrious as compared with our possibilities.

"Do it now" is easy to say, but what first puzzles many of us. When in doubt as to what to do—do something. That will help you if you'll try it. Again, it's much easier to be industrious if you have a goal in view.

What's your goal?

Optimistic salesmen turn a grouch into a customer. Sprinkle in plenty of courtesy as a balance and you have a salesman I'll go five blocks to trade with.

When I've gone out of my way to get to you I want you to concentrate your attention on my wants. I have ideas about goods, so don't talk all the time. The goods and the advertising I've read will keep speaking to me. Just you throw in a word or two. Lead me along. Use tact with me for I've very little left my myself after I've shopped a bit. Please don't exaggerate. It weakens your hold on my attention, and I discount everything you say. Keep throwing in a good Yankee smile. It's the best selling talk I know of. Get to like people if you don't already. Then it's fun to help them buy. Then you see you are saving the time, the money and the temper of your friends, the customers.

Do you get that?

There is something about health which acts as a magnet. Customers are susceptible to the good complexion, the clear eyes and the buoyancy of perfect fitness.

There are some people whose whole success is based on this physical force. Some people like Colonel Roosevelt, for example, have built a new vitality for themselves. This means thoughtful effort.

Will you substitute for a little ease, a little exercise each day? Will you give thought to your diet? It will repay you.

Everyone of us is careless as to our personal appearance. This is pardoned when one is a genius. But you and I, shall we not take inventory?

Let's know ourselves, criticize ourselves, remake ourselves, and then we will have an added zest in life, and a fatter pay envelope will come automatically.

◆

Advertising is an insurance policy against forgetfulness. It compels people to think of you.

MR. DOOLEY ON CONSERVATIVE EDITORS.

Another reproduction of this article will delight the Ottawa papers. W. F. of the Ottawa Free Press might let us hear from Dooley a little oftener.

"O I see there's th' divvil t' pay betune th' two C'nservative pa-apers in Ottaway," observed Mr. Dooley as he set down his glass after a generous draught.

"They're quarrellin' about polytics, an' spoorts, an' th' amount av' advertisin' they're carryin'. There may be more things they don't agree on, fur I sthopped readin' thim last week befur' they had come to religion an' wimmin."

"What did ye sthop readin' fer if th' scrap was not over?" asked Mr. Hennessey.

"Shure I got thired av' it all. They've been printin' nuthin' but their back dure argymints these weeks back.

"First 'twas th' idditur av' th' *C'tizen* got Mr. Ellis t' come out fer Parrlyment, an' while th' *C'tizen* was runnin' th' page advertisements fer him free—an' measurin' thim up ivviry day wid th' other advertisements—th' iddittur av' the *Joornal*—same's as is prissidint av' the Ottaway C'nservative Association, seein' he was gettin' no free advertis'ments says, says he, 'Where's our candidate?' meanin' his candidate, av' coorse.

"An' he calls a meetin' av' th' byes an' says, says he, 'Some of ye take a lantern, an' a pair av' an' bring in a thrue C'nservative handcuffs, an' a club an' go out candidate that will be acciptible t' meself an' th' great body av' illicturs av' this illusthrious capital city—

"'An' that'll give his free advertisin' t' th' *Joornal,* th' real C'nservative pa-aper,' he added t' himself so as th' byes couldn't hear.

"'An' whin ye've found him,' says he, addressin' th' meetin' agin, 'wid yer lantern, put th' handcuffs on him an' bring him in till we nominate him,' says he, 'an' if he won't come in,' says he, 'club him an' carry him in,' says he.

"An' all th' time th' iddittur av' th' *C'tizen* was iddyoocatin' th' public on th' navy question wid big display advertis'ments free fer his candidate Ellis.

"'How many million lines av' ads have we carried since 1867?' calls th' iddittur av' th' *C'tizen* t' th' byes in th' outer office.

"'770,896,653,489,' comes th' thrusty reply.

"'An' how manny lines has th' *Joornal* carried since Pretoria Day?'

"'796,456,224,' th' faithful answer comes agin.

"'An' how manny miles away is Halley's comet?'

"'576,498,475 miles.'

"'Thin run another full page fer Ellis to-morry,' says he, 't' even up th' score,' says he, 'an' charge it up t' me,'" says he.

"Why was th' iddittur av' th' *C'tizen* runnin' th' advertis'ments fer Ellis an' chargin' them up t' himself?" demanded Mr. Hennessey, who was now listening with considerable earnestness.

"T' keep up th' measurement, ye numbskull," asserted Mr. Dooley, with a look that made Mr. Hennessey wish he had not asked the question.

"An' thin," continued Mr. Dooley, th' iddittur av' th' *C'tizen* announced in his pa-aper:—

"'Gain in advertisin' in Janooary, 1910, over Janooary, 1909, *C'tizen* 786,495,356 lines; *Joornal* 27 lines,' chucklin' t' himself all th' time at knowin' how much av' th' free Ellis advertisin' he had in his count.

"An' th' iddittur av' th' *Joornal* comes right back an' says:

"'Be a man an' take a longer count. Durin' th' century endin' Febooary 28th, 1910, A.D., at 12.01.00 p.m., in th' middle av' th' night, th' *Joornal* carried 87,364,986,467,532 lines av' advertisin'. An' durin' the same period th' *C'tizen* carried only 87,364,986,467,519 lines av' advertisin', leavin' a difference in our favor av' 13 lines,' says he.

"'Ye lie,' says th' iddittur av' th' *C'tizen,* 'yer count's wrong. An' besides look at th' advertisin' we refused t' carry. There's Liddy Pinkun, an' Corrybee Miller of Komoky, an' Mrs. Winters av' Windsor Castle that hev' all been orthered out av' th' *C'tizen* an' th' dure banged afther thim.'"

"An' why did they orther th' ladies out av' th' *C'tizen* an' bang th' dure after thim?" inquired Mr. Hennessey as he reached for another match.

"Becaus' th' ladies nivver thried t' get in," explained Mr. Dooley.

Mr. Hennessey pondered.

"C'n ye tell me who sthruck Billy Patterson?" he rejoined, yawning.

"No, Oi can't; and nobuddy else can," admitted Mr. Dooley.

"Nayther c'n annyone tell what thim two C'nservative iddittturs is argyin' about," retorted Mr. Hennessey.—*W. F. in The Ottawa, Canada, Free Press.*

What makes Sapolio a household word? Continuous advertising. You are never allowed to forget it.

* * *

The unprofitableness of advertising is not in doing too much of it—it is in not doing it correctly.

* * *

Like eating, advertising should be continuous. When to-day's breakfast will answer for to-morrow's you can advertise on the same principle.

* * *

Advertising does three things—informs the public WHO you are—WHERE you are, and what you have to SELL, thus strengthening your correspondence and backing your salesmen.

Official Declaration

City of Toronto, Dominion of Canada, To Wit: } I, William James Darby, in the City of Toronto, in the County of York, Circulation Manager of "**The Daily Mail and Empire**" newspaper, do solemnly declare:—

That the actual net number of copies of "**The Daily Mail and Empire,**" circulated during the week of April 25th to 30th, 1910, was:—

Monday	41,554	Thursday	41,079
Tuesday	41,075	Friday	41,059
Wednesday	41,076	Saturday	46,332

Daily average for the week........42,029

Distributed as follows:—

In the City of Toronto	19,843
In Ontario outside of Toronto	20,717
Outside of Ontario	1,469

And I make this solemn declaration conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath, and by virtue of The Canada Evidence Act.

Declared before me, at Toronto, this 2nd day of May, 1910.

W. J. DARBY,
Circulation Mgr.

Seal

CHAS. SWABEY,
Notary Public.

Satisfactory Information.

ADVERTISERS used to accept meagre and indefinite information as to the mediums in which they were advertising. To day expert buyers of newspaper space demand positive evidence as to

1. Actual net circulation.
2. Character of circulation.
3. Distribution of circulation.

The Mail and Empire

publishes this sworn statement of Actual Net Circulation and Distribution at the head of the Editorial page every morning. No other morning paper in Toronto does.

The Quantity and Distribution of THE MAIL AND EMPIRE'S circulation is proven absolutely. You know every day just How Many and Where.

As to the Character of this Circulation it is conceded that as a high-class morning Daily at $4.00 per year THE MAIL AND EMPIRE is read by the most well-to-do people in Toronto and Canada.

The character of a paper itself determines the character of its readers. The Best People will buy and read The Best Paper.

Mail and Empire Circulation is worth more per thousand than that of any other Medium in Canada.

Advertising is the silent drummer that tells the public what the business man wants it to know about the goods he has for sale—an injection of advertising into the veins of trade grows the business heart.

* * *

No one lies awake thinking of your business; out of print out of mind. Ask your neighbor who ran with Bryan the last time—five out of ten will say they have forgotten and the other five will think long before they correctly answer.

* * *

"Do it now" if you are convinced it is right and wise; otherwise wait.

* * *

It is not lack of opportunity, but lack of initiative that holds men back.

* * *

Initiative means teaching yourself to unconsciously do the right thing at the right time.

* * *

Mark to-day as an epoch in your life and as the beginning of a realization of your ambition.

* * *

Control is one of the big factors of success, for were a thing not controlled it would not succeed.

* * *

He who realizes the worth of opportunity to-day, reaps the bountiful reward to-morrow. To-day thus possesses a significant value: grasp it.

"Mr. Spinney says you can't rise with the lark if you've been on one the night before."

* * *

Woman was, and is, the best "salesman,"—with her inherent knowledge of emotions. The world is full of proof.

* * *

There are people who occupy themselves so much in thinking what they had rather do—that they never succeed in doing anything.

* * *

"Here hath been dawning another blue day;
Think, wilt thou let it slip, useless, away?"

—*Thomas Carlyle.*

* * *

GATHERING DATA.

Possible Purchaser's Wife—And is the locality at all malarial? My husband asked me to be careful about that.

Real Estate Agent—Er—what is your husband's business, madam?

Possible Purchaser's Wife—He is a physician.

Real Estate Agent—Mm-m—well—er—truth compels me to admit, madam, that there has been a good deal of it about here of late years.

AD-WRITER
desires a position with a reliable firm. Capable of writing good forceful, business-getting advertisements. Moderate salary to commence. Box 233, Economic Advertising, Mail Building, Toronto.

Mr. General Advertiser:

Last month we told you of the enormous territory you could cover by using our Combination of Canadian Weeklies.

Remember also that there is no waste in that circulation. *Every copy* is paid for and carefully delivered to the home or post office of the subscriber.

Newspapers are influential very largely in proportion to the length of time they have been running. Ours are all well established, the average age being twenty-five years. Each is a fixed and necessary part of the life in its own locality. The subscribers have confidence in, and respect for, both paper and publisher.

In addition to such quantity and quality, you can place your sales talk before all these careful, serious-minded readers for much less than you would pay for an equal amount of publicity purchased in any other way.

Write for more particulars.

The Wilson Publishing Company
of Toronto, Limited

200,000 Paid Subscribers.
200 Newspapers.

Newspaper and Magazine Presses Taken in Trade for Improved Hoe Machines

FOR SALE AT LOW PRICES

Goss Sextuple, or 48-Page Press.
Goss 4-Deck Press, printing from 4 to 32 pages.
Goss 3-Deck Press, printing from 4 to 24 pages.
Goss 3-Page-Wide Press, printing from 4 to 12 pages.
Goss Single Press, printing 4 and 8 pages.
Scott Sextuple, or 48-Page Press.
Scott 3-Deck Press, printing from 4 to 24 pages.
Scott Single Press, printing 4 and 8 pages.
Potter Two-Deck Press, printing 4 to 16 pages.
Potter Single Press, printing 4 and 8 pages.
Bullock Single Press, printing 4 and 8 pages.
Cox Duplex Press, printing 4, 6 and 8 pages.
Cox Duplex Press, printing 4, 6, 8, 10 and 12 pages.
Cottrell 64-Page Magazine Press.
Huber Flat-Bed Perfecting Press.

LET US KNOW YOUR REQUIREMENTS.
WE HAVE THE PRESS TO MEET THEM.

For prices and further particulars, apply to

R. HOE & CO.

Principal Offices :

504-520 Grand Street, New York, N.Y., U.S.A.

7 Water Street
BOSTON, Mass.

143 Dearborn St.
CHICAGO, Ill.

160 St. James St.
MONTREAL, Can.

8 Rue de Chateaudun,
PARIS, France.

109-112 Borough Road,
LONDON, S.E., England.

London

with its magnificent territory surrounding it, is thoroughly covered by the

LONDON ADVERTISER

Two editions are printed daily. In the city and territory over

17,000

papers are delivered. More rural mail deliveries are made from London by the Post Office Department than in any place in Ontario. *Circulation absolutely guaranteed.*

London Advertiser Co.
London, Ontario

ALL WESTERN CANADA
PAYS TRIBUTE TO
FORT WILLIAM

Three great transcontinental roads bring the product of the whole country from the Head of the Lakes to the Pacific to this point.

THE BUSIEST CITY IN CANADA.

Growing every day.
Population now 25,000.

THE MORNING HERALD

The best medium available in Fort William, Port Arthur, and in the whole district between Toronto and Winnipeg. In the immediate vicinity of this city there are now at least 50,000 people.

THE MORNING HERALD REACHES THEM ALL

Every information regarding our circulation will be cheerfully furnished.

Sworn statements forwarded on request.

To reach the people at the head of the lakes you must use the

Morning Herald
Fort William, Ont.

IT WILL COST TWICE AS MUCH AFTER JULY 1st

The circulation of Canada's new illustrated weekly magazine has grown so rapidly that the initial advertising rate will be doubled on the above date. By July 1st more than 50,000 persons will be reading

THE CANADIAN CENTURY.

Users of space who are prepared to talk business will find it to their advantage to take up the question with us now.

The Canadian Century Publishing Co.,
Limited
The Gazette Building, MONTREAL

THE NOVA SCOTIAN and WEEKLY CHRONICLE!

Has a Larger Circulation than any two daily papers in the Maritime Provinces, and has a larger circulation than the majority of the weekly papers of Nova Scotia combined.

No newspaper so effectually covers this field as the Nova Scotian and Weekly Chronicle.

The Advertising Rate of the Nova Scotian and Weekly Chronicle is the same to all—no matter how small or how large a space is used—a flat rate of 50 cents an inch per insertion.

IF IT DON'T PAY, DON'T STAY.

No obligation is incurred by an inquiry, and it may lead to giving you a new light on a profitable field. May we send you a copy?

ADDRESS

The Nova Scotian & Weekly Chronicle
Chronicle Building - - - - Halifax, N.S.

Established A. D. 1872

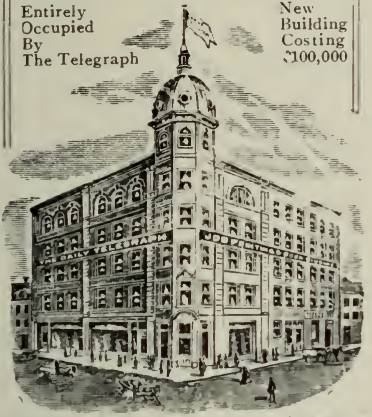
The Quebec Daily Telegraph

has a larger circulation than the combined issue of all other English papers in the city and district.

Completely destroyed by fire Feb. 22 1907, and again on Nov. 28, 1907, without losing an issue on either occasion

Entirely Occupied By The Telegraph

New Building Costing $100,000



22,000 feet of floor space — 21 Electric Motors
Complete New Plant

The general advertiser should bear in mind that Windsor is different from other Ontario cities. The Toronto papers are **not delivered** in this city and only a few of them come in here. They do not cover the field as in some other places. The Windsor Record, with a circulation (Daily and Weekly) of 8,000 is the only effective medium in the Essex County field (65,000 population). This is conceded by all who know.

THE

FARMER'S ADVOCATE

AND HOME MAGAZINE

Oldest, Largest, Most Widely Circulated and only **National Agricultural** and **Home** Journal in the **Dominion.**

The Farmer's Advocate and Home Magazine is exactly what its name implies. It is the recognized organ of farming interests in Canada, and the journal most read in the home circle as well. It's the best result-bringer in Canada for advertisers who want to see their goods or in the homes of the used either on the farms great agricultural class throughout the Dominion.

Send to-day for Sample and Rate Card.

The WILLIAM WELD CO.,
Limited
LONDON, - CANADA

Let us print your catalogue

A CATALOGUE OR BOOKLET is the one most effective means to encourage business and stimulate buying, and, if intelligently prepared and executed, will create new wants in the mind of the recipient. It is of valuable assistance to the salesman, reaching prospective purchasers at times when he cannot reach them, and imbuing the reader with a desire to buy. Our business is to prepare fine business-bringing printing. We create and produce the work in its entirety, designing, type-setting, printing and binding. We aim to accomplish what you, knowing your own needs, would wish to prepare for yourself had you at your command the requisite technical knowledge. Our services will be of value to you.

A MARK
of Quality, Service
and Fair Price

The Hunter-Rose Company Ltd
12-14 Sheppard Street near Adelaide & Bay Streets **Toronto, Canada**

A HIGH CLASS "LABEL" MAKES A FAVORABLE IMPRESSION

It carries the impression of PURITY and QUALITY and actually creates a demand for the goods.

Effective "Labels" make the salesman's job easy—by INDUCING THE CONSUMER (the final customer) TO CLEAR THE DEALER'S SHELVES.

The "Labels" we make MUST CREATE THE RIGHT impression—MUST SELL GOODS.

Let us solve your "Label" problem. Phone or write—we will submit suggestions and designs.

ROLPH & CLARK, Limited,
Simcoe and Pearl Streets,
Toronto, Canada.

Hamilton

Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc., Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

Nova Scotia

is covered by THE HALIFAX HERALD and THE EVENING MAIL as Ontario is covered by The Globe and The News and Star. Not only the city of Halifax, but every incorporated town, village, and farming, fishing, and lumbering district in the Province is covered, while The Herald and Mail circulation in the mining and manufacturing centres exceeds that of any other Halifax paper at the ratio of 3 to 1.

"The Same Flat Rate for the Same Service to Everyone."

Sworn circulation and details of distribution furnished every advertiser. Thus the advertiser knows exactly HOW MUCH publicity he is getting for his money, and exactly where the circulation is—the respective towns and counties.

All contracts accepted upon this understanding: "Don't stay if it don't pay at our flat rate." If interested, communicate with

WILLIAM DENNIS
THE HALIFAX HERALD THE EVENING MAIL
HALIFAX

Wherever magazine readers, or lovers of good literature congregate in this wide Dominion, there you'll find

The Canadian Magazine

(The National Medium)

Strong, aggressive and worthy rivals have entered the field, but the unbiased and the ablest admit that The Canadian Magazine is the "Premier" of all class and periodical publications issued in the Dominion. It excels many and rivals the best big magazines of both England and the United States.

Shrewd advertisers know that The Canadian Magazine has a national circulation—that its readers are the best buyers in Canada. A glance at our advertising pages emphasizes the fact.

The Canadian Magazine - Toronto

The Beacon Building,
Erected in its Jubilee year.
1855—1905.

The

Stratford Beacon

has been the Beacon light of the Stratford district for over 56 years. Talk to the people of one of the most prosperous sections in Canada through its columns.

Guaranteed Circulation.
Daily, 2,500. Weekly, 2,700.
Rate Card on request,
or from any reliable Advertising Agency.

W. M. O'BEIRNE, Publisher.

THE NEWS

IS

Toronto's Acknowledged
Home Paper : : :

No Waste Every Copy Sells

The oldest newspaper in Canada is
"The Gazette"--Established 1778

The Gazette
MONTREAL

The only English morning daily
in Montreal is "The Gazette."

How to Get Results in B. C.

The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

That was when the SATURDAY SUNSET was in its first year.

The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The Saturday Sunset

Vancouver, B.C.

Shrewd Advertisers Post Bills

THEY YIELD THE GREATEST AND QUICKEST RETURNS

We are official Representatives of the Canadian Bill Posters and Distributors Association and can handle your poster campaign in Western Canada (Port Arthur, Ont., to Victoria, B.C.) to better advantage than any other agency in Canada, from the fact that we own and operate most of the Bill Posting Plants in the larger cities of the West, and are in close touch with all the Western Bill Posters, and can get quicker action than if matters have to be referred to the East, 1,500 to 2,000 miles away.

Designs for Posters furnished on request.

Estimates and full particulars on application.

The greatest undeveloped mercantile territory in the world

Let us handle the Western portion of your appropriation.

The Lindsay-Walker Company, Limited

WINNIPEG
MAN.

Our painted displays—absolutely best in Winnipeg.

"Here's where I get on with Canada—West Monthly"—Walter E. Gunn

Vanderhoof-Gunn Co., Ltd. CHICAGO LONDON WINNIPEG

THE CALGARY DAILY HERALD

Recognized as the leading Daily Newspaper between Winnipeg and the Pacific Coast. The Herald swears to a larger circulation than any other daily paper even lays claim to

Examination of American Association of Advertisers just completed.

Full particulars and rates direct from this office or from any authorized agency.

HERALD PUBLISHING CO., Limited
CALGARY, ALTA.
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., Toronto, Ont.

Sworn Circulation for month of December,
7192 Copies Daily Average.

"You cannot cover Alberta without 'The Herald'"

New Home of the Victoria Times.

Advertisers

SOW WEST, B.C.

last year, produced $82,500,000—or $315 per head of population.

Last available returns show the value of trade per head in B.C. to be $160—the highest in the world.

Bank statistics show Victoria to be the richest city per capita in Canada.

The Times is one of the foremost newspapers in B.C. and the only evening paper in its Capital city with nearly 50,000 people.

It is the ONLY paper in Victoria, the circulation of which has been examined and guaranteed by the Association of American Advertisers.

Advertising for Jan., 1910, 22 per cent. in excess of Jan., 1909.

Eastern Representative,
E. J. GUY,
Canada Life Bldg.,
Toronto Ont.

For Rates, etc., apply
THE TIMES,
Victoria, B.C.

The Morning Leader

REGINA, SASK.

Is the leading publication between Winnipeg and Calgary, covering the entire Province of SASKATCHEWAN.

CIRCULATION

Sworn statement for February, Daily, ... 4,282
Weekly, .. 6,600

Further particulars regarding advertising rates, etc., on application.

THE LEADER PUBLISHING CO., LIMITED
REGINA, SASK.

To cover Saskatchewan you must use THE LEADER.

THE EDMONTON JOURNAL

Morning Evening Weekly

M. R. Jennings, Editor and Man. Dir., Edmonton, Alta.

The Journal

IS THE POPULAR
PAPER WITH ❧
THE PEOPLE OF
EDMONTON

January Circulation, Daily Average - - - 4,119
February Circulation, Daily Average - - **4,321**

THE
STANDARD

St. Catharines, - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie, and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

IF YOU WANT

A well set up advertisement which will be read by all classes, use the columns of the

"TIMES"

HAMILTON
ONT.

Daily and Semi-Weekly.

Goes into the homes

One of the largest printing establishments in Canada.

Would like to
do your work

Thousands of Wealthy Settlers are Pouring into Canada

Every ship from the old land discharges its load of eager homeseekers. Trainload after trainload of prosperous farmers from the neighboring republic arrive to share in the riches of the Canadian North-West.

Every week sees the birth of new communities. Towns are springing into cities. Prosperity reigns everywhere. An enormous, ever increasing market for Canadian goods.

But—are you taking Advantage of it?

Will these new people demand your product, or—will they insist on the widely advertised, well-known foreign brands?

It's up to you, Mr. Manufacturer.

To lay the proper foundation NOW, means future success. Strong consistent advertising will place your goods in the "new community" homes.

Ask us how. We are doing it for other large firms. Trade conditions govern our estimates—every plan is carefully studied. Our complete, extensive service costs you nothing. Let us discuss your proposition with you. Probably we can help you.

WOODS-NORRIS Limited

Advertising Agency

Mail Building, TORONTO, CAN.

WINNIPEG FREE PRESS

The Great Western Daily

CIRCULATION

Daily Edition	**43,658**
Weekly Edition	**28,624**
Total Circulation	**72,282**

The FREE PRESS produces more results for the advertiser in proportion to amount expended than any other Canadian Daily. It is the paper in which all Western Canadian campaigns should, and almost invariably do, begin.

The Provinces of Manitoba, Saskatchewan and Alberta with the City of Winnipeg, present the most inviting and profitable field in the Dominion for the operation of the general advertiser who has a meritorious article to offer, and this rich territory can be thoroughly and comparatively inexpensively covered by employing the FREE PRESS—Daily and Weekly editions—and using in conjunction with it as auxiliary advertising mediums a few of the live Dailies in the smaller Western cities.

Consult the Eastern Canadian Advertising Agencies in regard to a special Western advertising campaign. They have made a close study of Western Canada conditions and are equipped to offer you authoritative information and to place at your disposal skilled experts to prepare suitable advertising copy for this field.

The Globe

"CANADA'S NATIONAL NEWSPAPER."

Growth Unparalleled

It is doubtful if any paper in Canada ever made a record of growth equal to that of THE GLOBE during the past few months.

"Mr. Business Man" is realizing that the quantity-quality circulation which THE GLOBE offers him is productive of the most liberal and lasting results.

The figures, in columns, of THE GLOBE'S advertising during the first four months of 1910, compared with the same months of 1909, are as follows:—

	1910		1909	
	Display.	Condensed.	Display.	Condensed.
January	1,151	345	888	287
February	1,069	322	918	281
March	1,198	394	936	348
April	1,471	393	997	354
Total	4,889	1,454	3,739	1,210

The above record shows an increase in display advertising of 1,150 columns and of condensed advertising of 244 columns, **a total increase of 1,394 columns for the four months**, and this comparison is with months which also showed substantial advances over the corresponding months of 1908.

For the advertising of "sterling quality" goods THE GLOBE'S sterling quality circulation is in a class by itself. There are still a lot of business men who have not realized it, however.

Toronto, May 2nd, 1910.

JUNE, 1910

Economic Advertising

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WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

A Record Year

Things have been doing all the time in the

Montreal Witness

during the past year.

The advertising space used has shown

An Increase of 65 Per Cent.

This has been due to the

¶ Increase in size of paper—almost doubling its former size and capacity.

¶ The introduction of absolutely new equipment—the most modern presses, new lino machines and new type throughout.

¶ The circulation has kept pace with other improvements—typographically and otherwise.

Advertisers

who wish to cover Montreal and district *use the Witness.*

The rates we quote per line are per class and character of circulation second to none.

Ask the opinion of any Advertising Agency or write for rates.

John Dougall & Sons

MONTREAL, QUE.

The greatest amount of advertising ever carried by a daily paper in one month without special editions (regular business only) was carried by

The Vancouver B.C. DAILY WORLD

during April, 1910, being the enormous total

of 1,836,254 agate lines
or 131,161 inches
or 6,245.16 columns

Averaging 240 columns per day or 34 pages of paid advertising per day.

The World carried 342,958 agate lines more advertising than the Daily Province for the month of April.

During the past months The World carried more advertising than any paper anywhere.

RECAPITULATION

January,	1910	1,385,878	agate lines
February,	1910	1,152,626	" "
March,	1910	1,821,330	" "
April.	1910	1,836,254	" "
Total	....	6,196,254	" "

The grand gain made by The World in the first four months of 1910 over 1909 was 2,369,826 agate lines—the greatest gain made by any newspaper or magazine in any country for the similar period of time.

The Vancouver B.C. Daily World

THIS LARGE BUILDING

shows our new mechanical department. The widespread recognition, by increasing numbers of shrewd business men, of the advertising value of our numerous publications, has made necessary our removal to much larger premises.

When considering plans for the wisest and most resultful expenditure of your advertising appropriation, it will pay you to investigate the Maclean Publications.

Sample Copies and Rates Mailed on Request.

THE MACLEAN PUBLISHING CO., LIMITED,
111-127 University Street, Toronto,
PUBLISHERS OF

The Canadian Grocer, .Hardware and Metal, Dry Goods Review,
Canadian Millinery Review, Bookseller and Stationer,
The Canadian Bookman, . Printer and Publisher,
Canadian Machinery, The Power House, Plumber and Steamfitter,
Financial Post, Busy Man's Magazine.

HOW 70c. BROUGHT IN $40.00

Tyne Valley, P.E.I.
May 4th, 1910

ROD AND GUN IN CANADA,
Woodstock, Ont.

GENTLEMEN,-

I must tell you of the splendid results that I have had from the advertising that I have done in "Rod and Gun" Magazine. In November last I placed a small 70¢ advertisement in the magazine and from this advertisement I sold more than $40.00 worth of stock. I received orders from as far west as British Columbia, one order coming from Mr. Leo. A. Malfet, Vancouver. B.C., and as far east as Halifax, N.S.

You are at liberty to make these facts public if you so desire. It is needless to say that I shall continue to use "Rod and Gun's" advertising columns.

Yours truly,
NELSON WALDRON.

WRITE US FOR SAMPLE COPY AND RATE CARD

Business Office—5 King St. W. - TORONTO, ONT.

In western Canada two new towns are established every week, and a new schoolhouse is built every day in the scholastic year.—Sir Thomas Shaughnessy.

It is the Free Press of Winnipeg which chronicles the birth of these new towns. It is the Free Press of Winnipeg which records their progress and development and tells the story of their growth. It is not the commercial drummer, but the Free Press representative, who is the first to visit these towns in quest of business. The Free Press is universally recognized as the great Western Daily and it has had the satisfaction of witnessing its circulation increase in a few years from 13,000 to over 43,000 copies per day net.

The Western Canadian field is a rich field from the advertiser's standpoint, and it is a field which can be covered at a comparatively slight cost by the employment of the Free Press and using in conjunction with it a few of the live dailies in the smaller Western cities as auxiliary advertising mediums. If you are interested in promoting the sale of your commodities in Western Canada, try a publicity campaign. The Eastern Canadian Advertising Agencies can be consulted with confidence concerning the Western field, and they will gladly undertake the preparation of your copy.

Circulation of the Free Press.

Daily Edition	**Net**	**43,953**
Weekly Edition	**Net**	**27,298**
Total		**71,251**

A Monthly Magazine published in the interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, June, 1910. No. 6.

Straight Talks

THE OUTLOOK.

HAVE you ever buried partisan feeling long enough to consider impartially the immense transportation projects, now under way or being coolly contemplated, in this continent-wide country of ours? Let us state the bare facts and consider them, as well as their inevitable results.

Whether the government is paying too much for the Grand Trunk Pacific or not seems to be merely a matter of political faith. The significant thing is that the big dream is being realized, not in any feverish hurry, but with calculating exactitude. The consequences of this new road, linking the oceans, are clearly discerned by men of prophetic vision, belong to what party they may. The builders of the road surely see a fair dividend on every dollar invested—also on every dollar that will be invested to complete the road.

But—big as the Grand Trunk Pacific is it is not by any means the biggest project that the Empire builders of the Dominion are contemplating. Every transportation company is doing big things.

Let the C.P.R. for instance, develop normally and in ratio to the amount of capital invested and it will be the greatest International transportation corporation on earth in the next twenty-five years. The C.N.R. will be a close second for this company's palatial Royal Line is already on the high seas.

A writer, in a recent issue of *Printers' Ink* voices the opinion that the port of Montreal will soon challenge the supremacy of New York. Imagine a water-front of sixteen miles on each side of the St. Lawrence—a concrete and steel water-front thoroughly equipped with "an elaborate system of sheds and two connecting railways" and you will realize that our friends on Manhattan are not dreaming dreams. The writer referred to sees still vaster projects under way in Canada. He says: "Next to the Panama Canal, the most important undertaking in the Hemisphere, if not the world, is the Georgian Bay Canal, connecting Lake Huron with the St. Lawrence River at Montreal. It will have a minimum depth of twenty-two feet to accommodate boats of the usual large lake size. The route will be by Georgian Bay, the French and Pickerel Rivers, Lake Nipissing and the Ottawa River. It will be some 440 miles long, of which 108 will be excavated."

History is being made as recorded above. What do the facts portend? "Steam-shovels and Advertising" are laying the rock foundation of the greatest commercial nation of the twentieth century. I realize fully that Canada has to "go some," to use the vernacular, to reach the trading proportions of the big Republic, but the Dominion is destined to top the world commercially as well as geographically. The United States has done some things that we will not do—if we are wise? Uncle Sam squandered his magnificent heritage in his feverish haste to do big things quick. The effect of his extraordinary wastefulness will cost our sister nation much in the long run—already the statesmen of Washington are troubled.

Hundreds of millions of dollars will not reforest the wide domains of Uncle Sam as they should be. The natural resources of the country are controlled by a few families. Cultivated farm lands are too often only a polite term for impoverished farms. James J. Hill, of the Great Northern, clearly sees a time when America will have difficulty in supporting her teeming millions. The sooner the Republic's statesmen heed this practical far-seeing old gentleman the cheaper the rejuvenation of the nation will be.

Colossal carelessness and sins of omission account for the troubled times ahead of the United States. The mere fact that Uncle Sam is beginning to flirt with Miss Canada—just as titled boobies have flirted with his wealthy daughters for the last half century—is sufficient evidence of the scarcity of goods in his own house. Strange irony of fate! Our grand old Uncle contemplates this opulent Northland with about the same motives that have characterized the wooings of countless scions of Europe's *noble* houses when in search of the needful. We won't swear at you, Uncle, as you have sworn at the low standard of ethics of those who have purloined the fortunes of too many of your daughters. We'll simply keep our eyes peeled and watch the game you play—no other could play it so astutely.

The shirt sleeved diplomats are all dead or dying. The eagle screeches across the world no more—it assumes the tones and mild demeanour of a maiden lady's well trained parrot.

Uncle, let us reflect! When this same Canada was a raw-boned girl gazing with hungry eyes across her vast uncultivated areas you did not treat her with very much diffidence. When her tasks loomed large—her difficulties all but insurmountable you scoffed at her friendly overtures. And now—now that the glory of her coming maturity is dazzling enough to attract the attention of the nations you shift your quid to the other cheek and murmur, "What an old dunderhead I've been."

You sure have, uncle, but we are far from thinking that you're any sort of a fool.

A word to Canadian manufacturers will *now* be opportune. Gentlemen, do you think for a single second of time that the far-seeing men who are flinging iron roads in a network across the land are building on an insecure foundation? Imaginative these men are but rest assured that cold clear intellects will realize their dreams. What provisions are you making for this imperial domestic market that will be ours to-morrow? What are you doing *now* to standardize your goods. Canada will need far more merchandize to-morrow than you can possibly produce. Will you supply your fair share of the goods demanded or will you allow the foreigner to outsell you in your own market?

Uncle Sam has at his service the greatest commercial ambassador our world has ever known. He knows how to use this ambassador for his own aggrandisement and we rather admire him for his sagacity. In brief Uncle Sam advertises and you must do likewise—else he'll pre-empt your market tariff or no tariff.

Tariff talks are very interesting—the source of much mild amusement, but they are woefully lacking in commercial sense. *Folks will buy the goods they want.* The Canadian consumer, like the ultimate consumer in all lands, is a cosmopolitan individual. He wants the goods he knows most about—the *advertised goods.* How much does the Canadian consumer know about your product? How much does he know about your foreign competitor's product? Answer these questions impartially and you can easily figure out whose goods he'll buy.

* * *

THE HIGH COST OF LIVING.

Naturally you wonder why an advertising man should borrow trouble by discussing this subject. It's interesting—that's sufficient. There are other reasons. Our mutual friend Mr. Bryan accounts for the jumping price of necessities as well as luxuries by the increase of the world's gold output. Sixteen-to-one has not forgotten his first love. It is rumored that Sir Wilfrid's navy has stiffened the price of bread and meat in Canada and yet some folks predict that our navy will never be good for anything. Bankers seem to see the real cause of high prices in foolish industrial and mining flotations. The Chancelleries of Europe attribute it to the feverish anxiety of their neighbors to surpass each other in armament building and maintenance of armament. Employers of labor declare that high wages are responsible for the increased cost of their products. Employees attribute the increased cost of subsistence to the greed of capitalists. The pessimist blames prosperity. The optimist looks on high costs as sure signs of better times.

Men, generally speaking, view the difficulties that confront us from individual standpoints. The gravity with which each individual renders his verdict is amusing. He clearly perceives an iota of the problem and his remedy is the *only logical one.* "Remove *this* cause of the high cost of living," he cries "and all will be well."

A multitude of causes contribute towards the cost of nearly all commodities. The cause of all causes lies in this fact—*the army of actual producers is decreasing.* The world's actual producers are precisely those who are responsible for an abundant supply of the necessities of life and the distribution of those necessities. However the situation is in no way quite so alarming as amateur economists suppose. Humanity has a way of righting its blunders. All's well with the world and you as long as you keep your colors flying and let men know that you are alive.

* * *

AN INSTITUTION FOR ADVERTISING RESEARCH.

John E. Kennedy, unlike most writers on the subject of advertising waits until he has a definite message to deliver—then he delivers it as one with authority. However one may pick flaws in Kennedy's style—and that's a comparatively easy thing to do with any style a writer may originate or adopt—it is rare that a clear reasoner can find flaws in his logic. "Reason-why copy" was fiercely assailed. The advertising world has adopted it. "Intensive Advertising" created a sensation in both Europe and America. Practiced advertising men are now carrying out effective campaigns based on Kennedy's reasoning. It is not too radical to state that the stress of competition will ultimately compel advertisers to adopt the principles of "Intensive Advertising." Lately Mr. Kennedy delivered an address in New York proposing an "Institute for Advertising Research" and like all his productions the speech is remarkable for its timeliness and close reasoning. The object of the proposed Institute is to discover new truths by test cases—to gather together definite data by maintaining an Official Investigating Staff. Extracts from the address appears in this issue and should interest all Canadian advertisers and advertising men.

Personally I am certain that an Institute, similar in scope and modelled on Mr. Kennedy's ideas, will be founded in the near future. Any proposal that has a tendency to rip out guess work in the advertising business will be welcomed by all who have the best interests of advertising at heart.

◆

Let your advertising ring true.

⁂

Advertising is constructive, not destructive.

⁂

Noah advertised room for rent and filled the ark.

⁂

Advertising is shaping thought and influencing domestic life.

⁂

If you want to do good work—be good.

⁂

Men who serenely and masterfully accomplished big things often display astonishing littleness in matters of comparative unimportance.

⁂

Self control is thought control.

⁂

A man with his industry located in a small village can make himself, through advertising, more conspicuous than he could by hiring ten blocks of the greatest street in the greatest city.

⁂

Send along that advertising story. All contributions are carefully considered.

PIANO ADVERTISING.

Practiced advertising men are agreed that piano advertising could be made more effective. The influences that have a tendency to keep it mediocre—How it can be improved.

It is said that the writer of effective piano advertising has not arrived. Wouldn't it be nearer the truth to say that he may have arrived—because we do not know. Probably he is patiently and optimistically awaiting the arrival of a piano manufacturer determined to create a definite demand for his instrument by printing only *real sales-creating copy* about it.

Practical advertising men will not be surprised to learn that two piano manufacturers have expressed doubt about the effectiveness of their advertising. One unhesitatingly declared that several of the best advertising media in Canada did not pay. On being asked how he knew he naively admitted that he did not know how he knew—but he knew.

The ads reproduced in this article seem to warrant the belief that piano advertising does not pay fair dividends on the cost of space. But surely it is illogical to throw all the blame on media used or the copy writer. I am willing to wager dollars to cents that neither are as faulty as sometimes supposed.

A fearless search of the real cause or causes of ineffective piano advertising may be interesting. Some of the following theories or facts can be applied quite as relevantly to all unsuccessful advertisers and advertising.

Why isn't piano copy sales-creating?

Is there any particular reason why it should be mediocre in nearly every instance?

Can it be improved?

There's no solid reason why piano copy should not be vastly more helpful in creating sales than it is.

While mediocre advertising can be shown to be profitable—notwithstanding the opinion of the two manufacturers referred to—there is no sound reason why piano copy should not rise above the monotone sameness of the ads we have reproduced.

Piano copy can be easily improved—even those who are writing current piano advertising *can produce immensely better stuff,* if only given the chance.

While the ad writer may be somewhat to blame—he undoubtedly is—it is always well to remember who's who. He is always the party of the first part when any weakness can be justly attributed to advertising. The copy man is the handiest individual in the world to shie bricks at. He reminds me of a story I read recently in one of Munsey's publications. The manager of a big department store advertised for a man to occupy a peculiar position. He wanted a man to play a theatrical part—one who could stand being sworn at and fired.

He engaged a young man with an "O-be-joyful" disposition—an abuse-proof individual.

A Birth-Right

A matchless purity of tone is the outstanding characteristic of the Mason & Risch Piano. It has other merits, but its supreme tonal beauty comes first. The Aliquot System, exclusive to the

Mason & Risch

"The Piano With a Soul"

endows it with a clarity and wealth of tone that remains a life-long attribute—a veritable birth-right, in fact—of the instrument.

A cordial welcome awaits you at our warerooms. Free Booklet, "Inside Information," gladly mailed on request.

The Mason & Risch Piano Co., Limited
32 King Street West, Toronto.

After that when a disgrunted female bounced into the manager's office, with fire in her eye and damning evidences of flaws in the store's system, the boss listened deferentially to her tale of woe and promptly 'phoned for Mr. O-be-joyful.

The merry one was always the manager or buyer of the department that handed the lady a lemon.

"Mr. Jones, Smith, Brown, or Levinsky" raved the seemingly irate boss, "go to the cashier and get what's coming to you. This store cannot employ a man of your calibre any longer."

The joyful one looked sad and meandered back to his den.

The boss smiled gravely on the lady and—placing his hand over his heart—solemnly declared: "Madam the mistake shall be remedied immediately. I assure you that a similar mistake will not occur again."

Her ladyship departed in peace feeling that the righteous thing had been done.

But, human nature is a twisted proposition at the best.

Doubts assail the woman. She thought of that downcast individual going home to his wife and children. The enormity of her thoughtless act grew. And finally she became so conscience-stricken that she would have accepted a national casket instead of a piano without registering a kick. The poor lady didn't know that the joyful one was blowing clouds of smoke in his private office and idly wondering what department would be responsible for the next merry jolt.

The adwriter occupies a *singular* position. When advertising falls short of delusive notions of what it will do the world turns its lynx eyes on the copy writer.

He's the man for the brick bat.

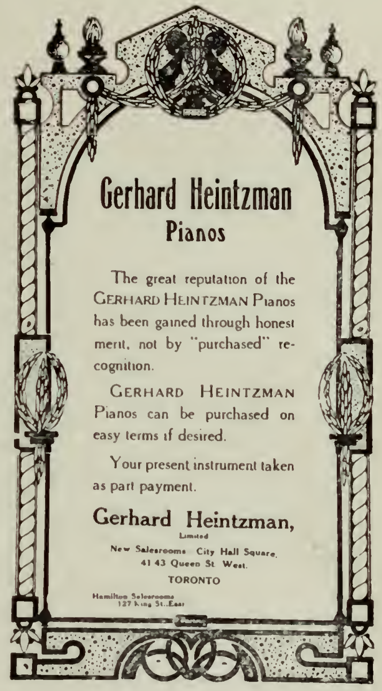
Hurl your maledictions on him

—even although the printed stuff looks no more like his original copy than a prize poodle looks like a lion. He'll listen to you gravely, then go on turning out better advertising than most that appears in print because of the joy he finds in his work. And well he knows that his ablest productions will be reduced to a bunch of slush before it reaches the printers—if the average advertiser assumes the office of censor.

The piano manufacturer is not the only one at fault. The average advertiser errs in the same way. Because a few successful business men have planned and controlled profitable advertising campaigns is no reason for entertaining the belief that all successful business men can do so. Unless the advertiser has valid reasons for believing that he could make a good income as a planner and writer of campaigns he'll find it much better business to allow the advertising man free scope.

The suggestions of the man who pays the bills are worth serious consideration. A clear statement of his business problems will always be essential. But as it would be hazardous to fetter a lawyer about to conduct a case in your behalf, so it is unwise to dictate the methods and phases of advertising the campaign planner and writer shall adopt. The chief causes of the mediocrity of piano advertising are: 1st—*The manufacturers' dignity;* and 2nd—*The antiquated notions most agents, for piano houses, have of advertising.*

Other causes there are that contribute towards the inferiority of piano advertising; but a consideration of the chief causes, already mentioned, can only be dealt with in the space at our disposal.



Gerhard Heintzman
Pianos

The great reputation of the GERHARD HEINTZMAN Pianos has been gained through honest merit, not by "purchased" recognition.

GERHARD HEINTZMAN Pianos can be purchased on easy terms if desired.

Your present instrument taken as part payment.

Gerhard Heintzman,
Limited
New Salesrooms City Hall Square,
41 43 Queen St. West.
TORONTO

Hamilton Salesrooms
127 King St., East

Dignity is a grand old word—its real meaning is magnificent; but one may be forgiven for recording the opinion that some piano manufacturers' sense of dignity does not make for the economic distribution of their instruments.

Piano advertising, as a rule, is advertising without any well reasoned selling plan behind it. Like bank advertising, it is effective to a certain degree, but not nearly so effective, in any single instance, as it might be.

No serious attempt has ever been made in Canada to sell the services of a bank through advertising to the people of the country. Most advertising men will agree with me when I state that no serious attempt has been made by any piano house in the Dominion to sell its instruments to the people of the country through advertising.

Our new Chippendale design, made in mahogany only.

YOUR Piano is usually a lifetime purchase. Before purchasing yours you should be sure to hear

The Haines Bros Piano

THERE will be no longer any doubt in your mind as to the best instrument to buy. The reason you will choose the Haines Bros. is because of its charming tone, responsive touch and the regal richness of its finish.

Musicians of world-wide renown find the Haines Bros. Piano measure up most nearly to their highest artistic ideals. Is it any wonder, then, that a person who hears the Haines Bros. should agree with them?

ESTABLISHED 1851.

THE FOSTER-ARMSTRONG CO., LIMITED
QUEEN ST EAST
TORONTO

Sole Agents in Canada for the Chickering Piano.

Piano manufacturers have kept their names before the public—they have recorded the opinion of virtuosi regarding their instruments—they have talked tonal beauty and permanency, artistic design and durability—what one has said the other has repeated in different words, and just as reasonably. The superficial logician will therefore arrive at the conclusion that the piano agent is right when he refuses to admit that advertising has helped him to make a single sale in his entire career. However, he is wrong. The cumulative effect of piano advertising, weak as it is and has been, must be considerable. So certain is this cumulative effect that no piano house dare stop advertising for any lengthened period, despite the fact that the agent attributes no help to current piano publicity.

Why should not the advertising man for a piano house be allowed to use all his ingenuity—his knowledge of the public and salesmanship for the purpose of selling pianos direct—or the actual creation of sales? That kind of advertising does not conform to the average manufacturer's standard of dignity in the first place and the majority of his agents and salesmen will not admit its utility in the second place.

These are not good reasons for the continued existence of mediocre piano advertising, but we are compelled to accept them in lieu of better.

The majority of piano owners *happened* to buy the instrument they own. Those who are going to buy pianos this season may happen to buy yours or your competitor's. Pianos are seldom sold in the modern sense of the term. People buy them for social reasons—for the sake of their children, etc. A strong desire for the possession of a particular instrument is seldom created and fostered up to the buying point by piano agents or through advertising.

Only one of the ads reproduced mentions a single exclusive feature. All pianos seem to have the same "Birth-Right" and the buyer cannot possibly extend a preference to any particular make. Shouldn't advertising create that preference?

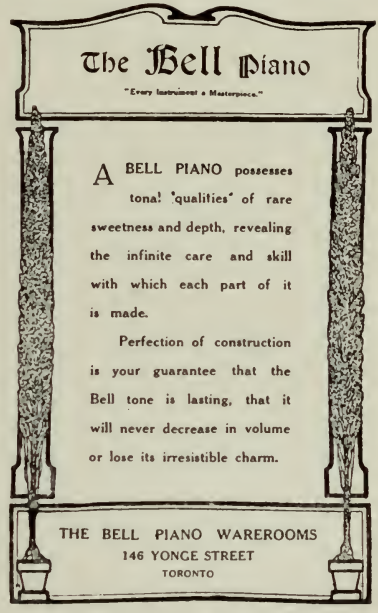
I can recall only one instance of a Canadian piano house trying to reason the public into a belief in the superiority of its instruments. A *reason why* series of talks appeared in the newspapers. Many of those who could understand them must have been convinced of the exceptional value of the advertised piano. But the majority of newspaper readers would never have read them or understood them if they had. The talks were too technical. Had they been reduced to the plainest possible phraseology the effect would have been unprecedented in the history of piano advertising in this country.

Compare the best piano advertising you have ever read with the best automobile advertising, and the weakness of the former will be very apparent.

There's nothing undignified about strong *reason-why* auto advertising—nor is there anything that could be called too technical.

There certainly would not be anything undignified about strong *reason why* piano advertising—nor should it be too technical.

There's this difference, however. The auto' salesman appreciates the help of good advertising—he knows how to make the most of the impressions it leaves on the mind of the buyer. The piano agent is loath to attribute any definite help to advertising. He has never been enthused with the sure results of a well reasoned advertising campaign — never taught to dovetail his selling efforts with a general selling



The Bell Piano

"Every Instrument a Masterpiece."

A BELL PIANO possesses tonal 'qualities' of rare sweetness and depth, revealing the infinite care and skill with which each part of it is made.

Perfection of construction is your guarantee that the Bell tone is lasting, that it will never decrease in volume or lose its irresistible charm.

THE BELL PIANO WAREROOMS
146 YONGE STREET
TORONTO

plan. Whatever his arguments may be they are as apt to back a competitor's claims as the claims of the house he represents. We have every right as a nation to be proud of our piano industry. That the distribution of pianos has not been reduced to nearly as economic a basis as the production is apparent.

I am not inclined to blame any unit or individual in the scheme of piano distribution for the mistakes of the system. Few adwriters are capable of expressing selling arguments with that rhythmic smoothness piano advertising should have. Few manufacturers are willing to consider a selling campaign anywhere as near perfection as their instruments. Few piano agents have been trained to close sales—they desire to corner all the credit when a sale is made. The agent forgets the accumulated years of study and experience of the manufacturer and his house—the nice skill of the practiced mechanic — the carefulness with which material is selected, seasoned and tested—the reputation of the instrument and the river-like effect of advertising, mediocre though it be. He is the great "I am" in the scheme of piano distribution—nothing else counts.

Surely it would be no Herculean task to devise a national selling plan for any good instrument and coalesce the advertising and personal salesmanship for the purpose of achieving unprecedented success.

It need hardly be mentioned that newspapers, magazines and other periodicals worth while guarantee both quantity and quality circulation. Look at the copy before seeking to discover errors in circulation statements.

◆

ADVERTISING NOT A FAD

—A Sales Manager's Talk to His Salesmen—By Howard M. Post

Let's reason together a little on our advertising proposition. I was told some of you look upon it as a fad.

Now just listen to a few thoughts I want to put into your minds, and I intend to let you have them straight from the shoulder, too.

We are spending a good many thousands of dollars on space in costly publications—because we have faith in our plans.

We have proved to ourselves what a strong argument on our machines, effectively displayed, will do.

If our advertising hadn't brought results—if the best judgment of our organization didn't tell us that it would *continue* to bring results—we certainly wouldn't spend another dollar of our big appropriation on it. So it is *not a fad* nor a fancy with us. It is *business*—business that pays.

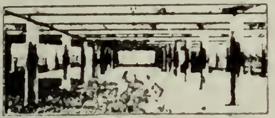
Now here is where it interests each one of you. Our advertising campaign will succeed—but it won't succeed half so well as it can, without your co-operation.

"THE AMBASSADORS OF COMMERCE."

A short article by H. Wellington Wood, clipped from a recent issue of Printers' Ink. Mr. Wood is one of the Heinz Co.'s Branch Managers and winner of $1,000 Silver Heinz trophy for best a'l-round Branch. An article that we are pleased to reprint and that all salesmen may read with profit.

The writer, after more than twenty-seven years of actual experience in selling and training travelers, both in the United States and Europe, wishes to express his humble opinion that the position of the commercial traveler has far exceeded the title of avocation and he can justly lay claim to his position being a profession, and a careful analysis and study will prove his claim. The writer wishes to dedicate to the United Commercial Travelers of America a new twentieth century title for their profession, namely, "Ambassadors of Commerce."

Daylight for Factories



[illegible]

Steel Window Sash

'Fenestra' Solid Steel Window Sash means 25 per cent more light for factories than ever before. It means that large window openings can be fitted without using obstructing frames or heavy mullions—thus saving their cost as well as giving more light.

The day of the expensive wooden sash is past. The "Fenestra's" original cost is little if any more than good wood sash.

FENESTRA is absolutely fireproof. It safeguards your machines, materials and employees. Your factory is made light with sunlight, and the efficiency of your employees is increased vastly. Cost of production is cut down, your profits thereby increasing. Investigate.

FENESTRA

for Mills, Factories, Foundries, Car Shops, Garages, Power Stations, etc.

No other sash can match it in strength. The "Fenestra" joint—an amazing yet simple invention—gives each intersection more strength than was ever before possible. Unlike former joints, the completed FENESTRA is a lock joint, with provision for expansion under extreme heat, and so prevents buckling, a unique feature possessed only by "Fenestra" Sash. It stays locked.

Plan your openings to take "Fenestra" standards.

Send to-day for catalogue "F 2" telling all about the "Fenestra" features.

Expanded Metal & Fireproofing Company,
Fraser Avenue, TORONTO, ONT

For the commercial traveler, in order to justify his claims, must have the art of expression; must be able to mix in society; he must be all things to all men; he must take the initiative; be fully conversant and familiar with the quality and prices of his goods; ever ready for the unexpected; fully satisfied that the sun rises and sets in the firm and goods he represents; never be afraid of giving more than he is paid for; ever mindful of studying carefully the individuality and personality of the firm he represents, and then endeavor, so far as it is possible, to put into practice and carry out to the letter, their instructions and wishes; be happy and content in his position; be optimistic and shun pessimistic companions; avoid conversation that will not admit the presence of ladies; be guarded in his remarks; slow to criticize, magnanimous in praise—for the one will build up and the other destroy; study methods of speech.

The twentieth century commercial traveler has won his way to success and achievement by fully realizing, before entering, that every door through which he must pass has painted on it in large letters: "Push! Determination! Perseverance! Energy!" and that these four essentials are necessary for his success. He has learned by experience that silence is golden but that speech, delivered with heaps of enthusiasm, well seasoned with plenty of good common sense, mixed well with plenty of tact and diplomacy, will bring forth the coveted order, and the size will be determined by the warmth and quality of the talk.

The weather, with all its seasons and varied changes, has no effect upon him; he realizes that it is important never to tell all he knows, that just as soon as a customer reaches his limitations he ceases to be interesting; he is careful about his apparel; is commented upon as being immaculate; is careful with his appointments; is dependable and regards an engagement as a sacred trust—such is the commercial traveler of the century through which we are so rapidly and surely passing. He must be the very embodiment of all that is attractive, honorable and fair, and, by all means, guard with all diligence the confidence reposed in him by his customers, for which he has toiled unceasingly days and nights, in many cases years, to obtain. He never changes an order without the consent of his customer; he makes good every promise.

DEAD.

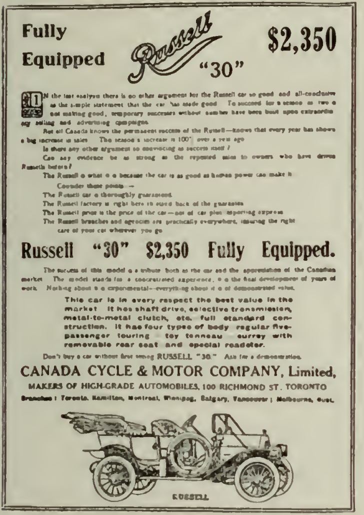
Breathes there a man with a soul so dead,
Who never to himself has said:
"My trade of late is getting bad,
I'll try another ten-inch ad."
If such there be, go mark him well;
For him no bank account shall swell,
No angels watch the golden stair
To welcome home the millionaire.
The man who never asks for trade
By local line or ad displayed,
Cares more for rest than worldly gain,
And patronage but gives him pain.
Tread lightly, friends, let no rude sound
Disturb his solitude profound,
Here let him live in calm repose,
Unsought except by men he owes,
And when he dies, go plant him deep,
That naught may break his dreamless sleep;
Where no rude clamor may dispel
The quiet that he loved so well.
And when the world may know its loss,
Place on his grave a wreath of moss,
And on a stone above, "Here lies
A chump who wouldn't advertise."

Hitch your hopes to good copy and you'll get there.

REASONS FOR EMPLOYING AN AGENCY.

Truman De Weese, Publicity Director of Shredded Wheat Co., knows what to say and how to say it briefly. The reasons he gives for employing an Agency may be of interest to many Canadian Advertisers. An article from "Presbrey's Little Book."

Because the agency is in a position to know the mediums that are best calculated to reach the class of readers who can be interested in a particular commodity that is offered for sale.


Fully Equipped
Russell "30"
$2,350
Russell "30" $2,350 Fully Equipped.
This car is in every respect the best value in the market. It has shaft drive, selective transmission, metal-to-metal clutch, etc., full standard construction. It has four types of body: regular five-passenger touring, toy tonneau, surrey with removable rear seat, and special roadster.
CANADA CYCLE & MOTOR COMPANY, Limited,
MAKERS OF HIGH-GRADE AUTOMOBILES, 100 RICHMOND ST. TORONTO
RUSSELL

The money wasted upon worthless mediums by advertisers who place their advertising direct is beyond computation.

Because the agency is in an atmosphere of publicity. It knows the failures and successes in advertising. It sees opportunities for enlarging the market for a commodity which may never come to the advertiser through any other channel—for instance, the agency which places the Shredded Wheat advertising also places nearly all the steamship advertising placed in this country, and by reason of this fact it was enabled to bring about the use of Shredded Wheat biscuit and triscuit on all the big ocean steamship lines.

Because the agency, if properly organized, should be able to study all the selling arguments for a commodity and present them in the most effective and convincing style. Even though the agency does not prepare the copy, it more than earns its commission by relieving the advertiser of a great mass of detail—for the machinery necessary to handle even a small advertising account is onerous and complex. Through its art department you get much better results than you could obtain through an independent engraving establishment and at much less cost.

Look to Your Copy.

The strength of your copy is one big factor in determining the success or failure of your advertising. Your appropriation may run into the hundreds of thousands, but if every line of your copy doesn't carry full conviction you're wasting force.

You may use full-page space, but if your copy is weak the effect is lost. The first duty of your copy is to create sales—directly or indirectly, immediately or ultimately—to create sales. Illustration is a potent force. Employ it whenever you can do so effectively. Clever suggestive illustration makes the reader's mind more receptive to your story. It carries him mentally into the environment to which the advertised article pertains. It suggests how your product is applicable to his particular need. But while illustration is a powerful factor, it only exists by virtue of the copy. Whether or not the reader buys depends upon the virility of the copy—and the copy alone. Tell your story plainly. Don't strive after a literary masterpiece. A strong common-sense talk will bring the consumer around quicker than all the prose-poems ever composed. The best copy is an earnest statement of plain facts.

If your product is applicable to several uses, give each a separate insert and explain it fully. Give it adequate room. Don't try to inject a barrel of talk into pint space. Talk your good points separately, using bigger space at regular intervals to sum up. If your advertising is in the hands of a responsible agent don't butt into his copy too much. His knowledge of general conditions is greater than yours. It has been gained by bitter experience and by piloting to success many other cases similar to yours. Your agent's outlook is broader. He knows his public. He has many eyes—the eyes of a varied staff. He looks at your proposition from a different view-point than yours—one that you can never quite reach—the actual view-point of the consumer. Your interests are his. Your success is also his. Remember that the man who writes your copy has been trained into the game. Before a line has been written he has gone into the streets and probed every possible avenue of sale. He has gotten his information at first hand. He has dug up the arguments that strike each class of buyer in the weakest spot. He lives your copy, thinks it, breathes it, eats it, dreams it.

When a reputable advertising man seeks your account it is a compliment to you. This may sound egotistical, but it is true.

* * *

The only difference between your article and your competitor's, is probably the demand.

* * *

Put those doubtful ideas on paper and look at them. They appear more in their true light on paper.

* * *

You don't get much credit for theories until you establish them as facts.

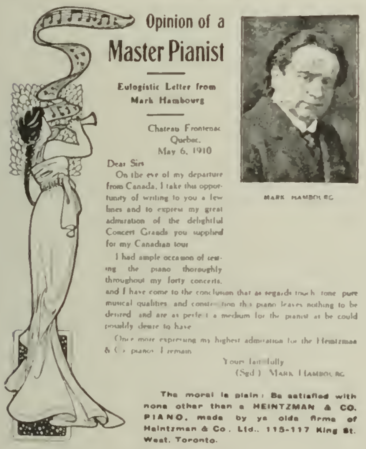
* * *

Don't take a man's excuse for not buying, get his reason.

HARDEST OF ALL IS AD-WRITING.

Arthur Brisbane, Editor in Chief of the Hearst Newspapers, talks about Ad-Writing. Perhaps Mr. Brisbane has magnified the difficulties that confront the Ad-writer. His known ability as an editorial writer makes his opinions worth serious consideration.

To write advertisements is the most difficult thing in all the business of writing, because when you write an advertisement successfully you must, to begin with, overcome a man's reluctance to read you. You must interest him in what interests you. I can interest people in my stuff in the papers quite easily when I write. For instance, I wrote an editorial the other day in New York. I saw that the Senators down in Washington had put up a sign in their restaurant saying that no tips must be taken by the waiters. I suggested it would be more valuable to the United States if the waiters would put up a sign in the Senate saying that no tips must be taken by the Senators. When I had luncheon at Schlogl's, a very nice young German waiter took this editorial out of his pocket and he said, "This is in the pocket of every waiter in Chicago." I dare-say that is exaggerated, but I noticed when I had my luncheon at Delmonico's in New York, before I left to take the 3.30 train, one of the waiters there, whom I have known for a good many years, came over and handed me this.



Opinion of a
Master Pianist

Eulogistic Letter from
Mark Hambourg

Chateau Frontenac
Quebec.
May 6, 1910

Dear Sirs

On the eve of my departure from Canada, I take this opportunity of writing to you a few lines and to express my great admiration of the delightful Concert Grands you supplied for my Canadian tour.

I had ample occasion of testing the piano thoroughly throughout my forty concerts, and I have come to the conclusion that as regards touch, tone, pure musical qualities, and construction this piano leaves nothing to be desired, and are as perfect a medium for the pianist as he could possibly desire to have.

Once more expressing my highest admiration for the Heintzman & Co. pianos I remain

Yours faithfully
(Sgd.) Mark Hambourg

MARK HAMBOURG

The moral is plain: Be satisfied with none other than a HEINTZMAN & CO. PIANO, made by ye olde firme of Heintzman & Co., Ltd., 115-117 King St. West, Toronto.

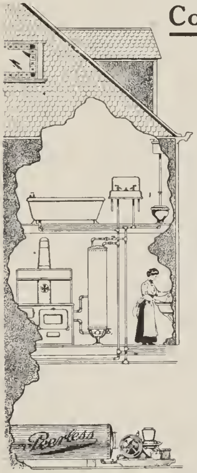
It is not very difficult to write editorials that are successful, all you have got to do is to tell the people about themselves, about how they feel.

I had an editorial in the paper in which I pointed out that a man with his head in the air cannot think. Now, I think men waste their time smoking, because when they smoke they throw their heads back, and they cannot possibly think. To think a man puts his head down—he has got to because you have to put the blood in your front brain—that is natural. That editorial I heard from at this table. Now that is very easy to write, because you are smokers, and you are interested in this proposition, you read that and it is easy and smooth.

When you write an advertisement you have a very difficult thing.

Take this new statue of Borglum's—I told Mr. Parkhurst to write about it the other day—where a man shows Atlas as a woman holding up the earth. You all read that, and it was very interesting. If I wanted to talk to you about this pair of suspenders and interest you in that, it is extremely difficult. If I wanted to talk to you, as Mr. Brush does, about a new kind of radiator or a new kind of boiler, that is a very difficult proposition. If I should say to you men now, that you have very interesting noses, you would all feel your noses and look in the glass and read my editorial, because it is your nose. See? If I try to interest you in some money-making scheme or some merchandise scheme, it is very difficult.

City Conveniences for Your Country Home



The one thing needful to make a gentleman's country home perfect is a reliable system of running water. And that is just what is accomplished by the

Peerless Water Service Systems

At a trifling expense when comfort, health and convenience are considered, Peerless Systems bring to the modern country home that last touch of civilized comfort—running water in the house, the ever ready bath and the sanitary water closet.

Peerless Water Service systems are made in Canada, and their distinguishing features are Practicability, Unfailing Reliability, Simplicity and Durability.

Little or no trouble or fuss need be caused while they are being installed, and once installed they are a source of unfailing satisfaction.

The tank is the basis of the system, and, as we are the only manufacturers of these tanks in Canada, we guarantee every tank to be perfect.

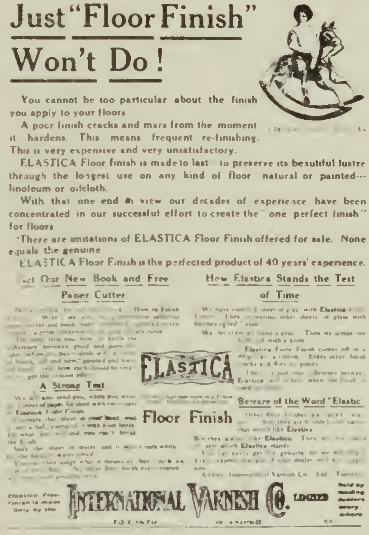
Every owner of a country home is invited to write for our free illustrated catalogue "B," describing Peerless Water Service Systems. It contains many useful pointers about making your country home more comfortable and adding greatly to its salable value.

National Equipment Co., Limited, 21-27 Lombard Street, TORONTO, Canada

I tell employers—(I know a good many of the biggest advertisers—in fact, I have written a few advertisements myself, occasionally write one for some personal friend)—and I will tell you now it is the hardest possible work, and it is so hard that it reminds me of an experience that I had with a friend of mine, Thomas A. Edison. It may interest you if you are in his line of work. He decided to give up advertising the Edison phonograph and to let it sell along in just its regular way. I told him he should go along and push it. I told him what I thought ought to be done to push this particular thing, which I consider one of the greatest benefactors in his particular line. I told him how. He sent the president of his company to see me and this man said, "If you will write those advertisements we will take five pages and put them in the evening *Journal.*" Now, I like to do what I can for the business department. I am perfectly aware the business department pays my salary; Hearst doesn't pay it; the men in the business office, the advertisers, the successful merchants, they have to pay it. I said, "All right, I will do that, but it is a lot of trouble and if you print those five pages in the evening *Journal* it will cost you $1,000 a page, which is our rate to print them, and I will charge you $1,000 a page to write them, which is reasonable enough as a sample."

Now, I have in my desk a contract from the Edison Phonograph Company, which was signed nearly two years ago, and I have not yet written the five pages. Every time I think of it it gives me the shivers—to think of turning out really five pages of advertising copy. I rather think now I shall never write them. I am perfectly certain it ought to be done, but to do it is very difficult. I could write you an editorial on the subject, I could interest you in Edison's personality, but when it comes down to accomplish the task that you men have to accomplish, when you have got to prepare a statement in plain English, which is more easy to write than to read, when you have to do that and make men interested after they have finished reading, that is a very hard proposition.

There is no writing more difficult, which has no greater temptation to foolish writing, than in the advertising business. A man who writes advertisements has all kinds of difficulties. First he knows or sees the buyer. He knows he must get into that man's mind his ideas—that is the thing. Then he sees the man who employs him, the seller. Now a man may be a magnificent manufacturer of suspenders and a poor judge of writing, and when a man's whole life is wrapped up in suspenders he wants an advertising agent who will make it clear that when Alexander invaded Asia he had suspenders in his mind. That is the size of it. They want their own business glorified. They don't want it treated in a small suspender way. That is one of the difficulties of an advertising writer.



Just "Floor Finish" Won't Do!

You cannot be too particular about the finish you apply to your floors.

A poor finish cracks and mars from the moment it hardens. This means frequent re-finishing. This is very expensive and very unsatisfactory.

ELASTICA Floor finish is made to last—to preserve its beautiful lustre through the longest use on any kind of floor—natural or painted—linoleum or oilcloth.

With that one end in view our decades of experience have been concentrated in our successful effort to create the "one perfect finish" for floors.

There are imitations of ELASTICA Floor Finish offered for sale. None equals the genuine.

ELASTICA Floor Finish is the perfected product of 40 years' experience.

Get Our New Book and Free Paper Cutter

A Strong Test

How Elastica Stands the Test of Time

Beware of the Word "Elastic"

ELASTICA Floor Finish

INTERNATIONAL VARNISH CO. LIMITED

Then a great many go into advertising writing—that is being done more and more in the hiring of specialists, who don't understand writing. You may be a very good business man, you may understand mediums. You may do almost everything, except write a sentence in a way that a man will read and understand, so then you cannot make a success of the business. It is a very hard business.

I will tell you one sample of that kind of advertising writing, with which I had personal connection. In New York there is Nathan Strauss, in my opinion one of the most admirable men in this country, and one of the most generous, and everything he has done interests me. I am sorry to say that he has gone abroad, being very ill and not able to attend to his business. I know what he tries to do, and I help him. Now, he had an idea to get money. He wanted the purchasers in his store—he sells on a cash basis—he wanted his purchasers to put their money with his firm, and that firm is better than any bank in New York, I should say certainly as good, because the members of that firm will never take another man's dollar. He wanted to give them 4 per cent. interest on the money, and wanted to let them have all the conveniences of a credit system. Day after day he had this advertisement in all the newspapers in New York. Finally he said to me one day—we were having luncheon with his partner and his brother—and he said to me, "I thought that was a good idea and my brother Isadore said it was a good idea, and now it turns out it is not a good idea because we don't get this money after all this advertising." I said, "Let me write your advertisement. I know what you want and it is not in this advertisement. I will go home and write myself an advertisement about that, and you will get their money, I think." I wrote him a page advertisement of the simplest kind. First I attracted attention to the page—(he has used it, I suppose, a thousand times since)—it was a full-page advertisement, and I put across the top of the page, peculiar to the order, a little dude in tuxedo evening suit, fat face, foolish little man, and in front of him I had seven old astrologers with peculiar caps and stars on their caps, and underneath that I had the familiar lines to all of you, "A fool is wiser in his own conceit than any man who can render a reason." He said, "That is a nice picture, but I don't see what it has to do with leaving money in my store." I said, "It has nothing to do with that, but it has to do with attracting attention to the old astrologers. I have to attract attention first." Then I wrote a short advertisement, what I believed good, to go with it. This I could do, because I have written editorials upon the subject of people saving. I knew it was a good place to put their money—I put my own there. Inside of a week Mr. Strauss told me that he had $450,000 in their banking department, as a result of that single statement, because the people knew what it was—knew what it was about.

◆

A good motto is "Hang on a little longer."

INSTITUTE FOR ADVERTISING RESEARCH.

An Address by John E. Kennedy, before the New York Advertising Men's Leagues, May 5th, 1910. Mr. Kennedy very kindly forwarded a verbatim copy of his address on request. We regret that space at our disposal will not allow us to publish the whole address.

Mr. President and Gentlemen:

It is up to us this evening to consider, and discuss, the most practical means of making the "Institute for Advertising Research a reality."

Our first care must then be to divest this Move of any points which, to the unbeliever, may with color, seem Utopian, unpractical, or unbusiness-like.

Let us realize that no such move can prosper, and be made highly effective, without the support and active co-operation of the Advertisers who spend their money upon that Selling Force called "Advertising."

A Force which we believe can be strengthened, standardized and made more profitable to all, through a better understanding of its basic principles.

The majority of Advertisers are keen, hard-headed business men, of intensely practical bent, who have little time or inclination to consider, much less approve and actively support, mere theorizing.

Many such men view the Moves of Advertising Clubs as largely moves toward the dinner-table—toward good-fellowship and entertainment, with only a dash of Advertising interest on the side.

These men view the terms "Psychology" and "Art in Advertising" in much the same light as they view the "Advertising Club" idea, merely as something pleasant to talk about, interesting and high-flown, but without any particular or practical usefulness in their particular business.

Now, while fully appreciating the very important place that Advertising Clubs, Psychology, and Art can, and in some cases do, fill in the Advertising world, I submit that it is highly injudicious to handicap this great Research Movement by associating it in advance too intimately, with the thoughts these stand for in the minds of the average Advertiser.

Other and simpler terms exist for the self-same things and their business side, instead of their scientific, psychic or artistic side, should be played up, utilized and accented in the initiation of this movement.

Let us therefore cut out all frills, and promptly get down to "business," to what the Advertiser understands as good business for him, right from the start.

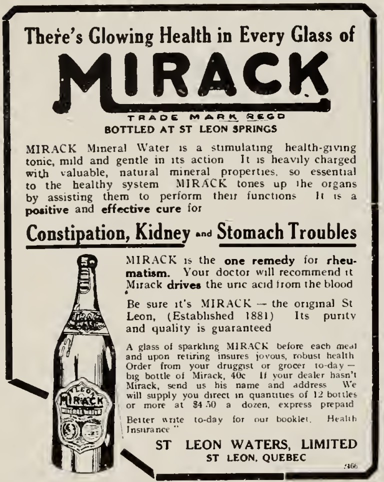
And let us not, at this stage, pretend or presume to teach the Advertiser who, being human and prosperous, rebels at the mere suggestion of being taught anything about his own particular business, in which he considers himself a master—able to impart knowledge instead of being in need of it.

I know you will at once say, in your own minds, that the Advertiser more than all others, needs to be taught certain of the broad and basic principles of Advertising, which are as yet too little understood, for his own benefit and profit.

The Advertising Man, or Advertising Agent, who cannot do this, or who, being able, grows tired of doing it, deprives his client of the most valuable part of his Services, and probably foredooms his own work to ultimate failure since Results alone insure continuity of service, and financial appreciation.

Not for a moment do I mean by the foregoing that Advertisers are, as a class. either unintelligent about Advertising or unreasonable in their average attitude toward Advertising Men.

On the contrary, I have found them, on the average, to be extremely reasonable, open to conviction, and ready to adopt measures which once seemed too radical for them—when once they had been clearly "shown."



There's Glowing Health in Every Glass of

MIRACK

TRADE MARK REGD

BOTTLED AT ST LEON SPRINGS

MIRACK Mineral Water is a stimulating health-giving tonic, mild and gentle in its action It is heavily charged with valuable, natural mineral properties, so essential to the healthy system MIRACK tones up the organs by assisting them to perform their functions It is a **positive** and **effective cure** for

Constipation, Kidney and Stomach Troubles

MIRACK is the **one remedy** for **rheumatism.** Your doctor will recommend it Mirack **drives** the uric acid from the blood

Be sure it's MIRACK — the original St Leon, (Established 1881) Its purity and quality is guaranteed

A glass of sparkling MIRACK before each meal and upon retiring insures joyous, robust health Order from your druggist or grocer to-day — big bottle of Mirack, 40c If your dealer hasn't Mirack, send us his name and address We will supply you direct in quantities of 12 bottles or more at $4 50 a dozen, express prepaid

Better write to-day for our booklet, Health Insurance "

ST LEON WATERS, LIMITED
ST LEON, QUEBEC

466

5½ in. x 2 cols.

2466

The Advertiser must at all times be considered the Employer of Advertising primarily, and after that the unconscious pupil of the Advertising Man who can teach him by "showing him" new light in a proper manner.

The way to "educate" Advertisers in Advertising is to "show them" collectively (through Research and standardized data resulting from it) what we must "show them" individually and personally now, in every case, where their opinions differ from our own.

Let us remember at all times that the Advertiser is fully entitled to his own opinion on our subject, even though that opinion be wrong, until we who claim to have studied the subject further, and therefore ought to know it better, can convince him he is wrong, and prove to his own satisfaction that he should adopt the course we advise and know from experience to be right.

That is part of what he pays us to supply, though he would not relish the thought of its being called "Teaching."

That is also where the lost-motion, the sometimes fruitless, and always discouraging. phase the able and conscientious Advertising Man.

And here we have an impressive thought for the Advertiser himself, to chew and digest, viz.:

Here is where the "lost-motion" in honest Advertising Service costs the Advertiser from 25 per cent. to 75 per cent of what he pays in salary, fees or commission, to his Advertising Man, as well as costing him a heavy percentage of lost value in Space-utilization.

Where is the remedy?

Where but in the unbiased investigations, able analysis, and recorded findings of the proposed "Institute for Advertising Research."

Which should side-step the necessity for spending one-third to two-thirds the service. time and effort, Advertisers pay for, in of Advertising work comes in for needless discussion and individual decision of each individual point in a campaign, questioned by Advertisers and settled long ago in the experience of the Advertising Man.

By making it possible for both Advertising Man and Client to turn to Results derived in practically parallel cases dealt with by other Advertisers, as investigated, analyzed, and recorded through the unprejudiced "Institute for Advertising Research."

Just as a Lawyer may, from legal records, turn up and cite decisions in practically parallel cases—or just as a Physician may learn from recorded experience in medicine the general principles on which Typhoid Fever should be treated, although his patients may be of widely different temperaments and constitutions from these recorded cases.

Think of the lost time, wasted effort, and squandered money, which would be saved to thousands of Advertisers and Advertising Men by such a system of Organized Research.

Now, Gentlemen, you will probably query what kind of "Advertising Experiences" and Test Cases, the proposed Institute for Advertising Research would be expected to investigate and record.

That is so large a topic in itself that I will not presume upon your time and patience to properly cover it.

I will merely cite an instance, from my own experience, to illustrate a phase of it.

More than six years ago I had the good fortune to prepare a series of advertisements for a very able Advertiser in the West.

These were designed to sell a Rheumatic Cure—practically by mail.

I wrote them as convincingly as I then knew how

When the series was completed, and approved by the Client, I had them set in good large body type, a generous size, which up to that time I believed the only proper vehicle for transmitting Advertising through.

Final proofs being shown to my client for O.K., he said, "Set them in small type—about one-third of this size."

I asked him why!

And, for his answer I have ever since been grateful

He said, "I know it will be entirely useless to tell you why, because your answer will be just about what my own was some time ago.

The Science of Retailing

More Profit
for the Merchant

Better Buying
for the Customer

This splendid number of the Canadian Grocer is devoted to the science of Retailing and the purpose of it all is to help you to increase your profits and at the same time give your customers better service, make it more worth their while to deal with you You do both when you sell the **40c. grade of Red Rose Tea** to a customer who has been buying 30c tea No other tea in Canada at the price compares in quality with **Red Rose Tea,** and especially the **40c. grade.** Time and again its superior worth has been acknowledged by the most expert independent tea men

Every time you sell **40c. Red Rose Tea** to a customer who buys 30c tea you double your profit and your customer gets better value for her money than she does with any other 40c tea, and especially with any 30c tea, and will give you the credit Surely this is the science of retailing to increase your profits and at the same time better please your customers

You can sell a pound of 40c tea to most of your 30c customers If you sell them **40c. Red Rose Tea** you can keep on selling them the higher grade It is worth your while to do it

Red Rose Tea

Is Good Tea

The 40c. is VERY good.

Front Street East
Toronto, Ont.
[illegible] William Ave
Winnipeg, Man
Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

"You will say that sufferers from Rheumatism are usually elderly people, whose eyesight is naturally poor, and who would therefore have difficulty in reading small type.

"You will also say that newspaper impression is so poor, in the majority of mediums we use, that this type will probably fill up with ink, and prove illegible in a large part of the circulation we pay for.

"And you will say that, for these reasons, only a few people will make the effort to read our Advertisements, when set in small type, while many elderly people will not be able to read it at all.

"I know you will say and believe this, just as I once said and believed it.

"That's why I will not argue the case with you but just ask you to run the series both ways at my expense—for your own education.

"Run it in the large as well as in the small body type—in our test list of 21 newspapers.

"Run the Advts. first in the large type, then in the small type—check up the cost of inquiries and sales from each, and use in future whichever type the results clearly indicate."

A broad and handsome proposal surely, from a man who knew in advance the result.

Well, that Result was such an eye-opener to me that I have ever since turned to just such Tests for my own information in dubious cases.

Instead of proceeding upon my own mere opinion, or upon that of any other man when his "opinion" was based upon anything less than just such actual evidence as these test cases afford.

Inquiries and Sales from the smaller type proved to be just about one-third what Inquiries and Sales from the self-same advts. in the self-same mediums cost when set in type about three times as large.

For months the seeming unreasonableness of this worried me, and kept me in doubt until test after test turning out with approximately the same Result I concluded it was "useless to argy agin an Elephant" and frankly adopted the teaching of actual Recorded Experience.

Since then I have realized that news-type when held at the usual distance a newspaper is read, is more familiar and attractive to the eye (turning from news matter to Advertising) than is much larger, or display, type held at same range.

I have also realized that elderly people, of poor eyesight, refocus the eyes with more effort of the muscles, and probably slower action than those of young people.

This may, or may not, be the cause of the surprising Result from such a simple and conclusive Advertising test.

But, the Result itself, when conclusively proven, and not the cause, is what principally concerns the Advertiser, or the Advertising Man, in such cases.

For instance:—

A certain drug is known to act in a specific way at a specific hour of the morning, no matter what preceding hour of the day it may have been administered at.

The physician may not know why this Drug acts only at that particular hour, but he can, and does, administer it, with confidence to his patient, because of its known, tested, and recorded action, as observed and defined in reliable data.

The foregoing is the only example I shall have time to cite here as indicating the drift of Advertising Research which would help to put Advertising upon a sound, safe and practical basis.

A basis opposed to the present groping, experimental, uncertain, unrecorded and wasteful method in which it is now utilized by thousands of individual Advertisers.

The proving up of such information, when thoroughly investigated and thought out to a practical finish, would be of such inestimable value to Advertising Men that I would personally consider $1,000 a well justified subscription to such a source of certified tests as the proposed Institute for Advertising Research could be and, I hope, will be.

Provided I knew its findings on even fifty good cases per year to be absolutely reliable, and capably arrived at.

What it would be worth to Advertisers spending $10,000 to $50,000 per year is a matter which should be carefully considered, and dressed into a printed form worthy of the great ideal we aim at—then mailed to them.

The proposed "Institute for Advertising Research" in order to do its best work should be as free from domination by Club or Publishers' influence, as the U. S. Govt. is free from Church Influence, however good that might be.

It should have the financial support, countenance, and hearty co-operation of all Advertising Interests without the domination of any.

The subscribers (whether Club Members or Individuals) should elect a Committee, who, in turn, should engage, on salary, the ablest man available for the position, as "Director of the Institute for Advertising Research."

And that Director should be given full powers—be unfettered by the politics of Clubs, or by Advertising Interests, and be placed in as complete control of the Institute's work and Management as is the President of a University.

He should be an enthusiast in that work.

He should have large Advertising experience, so that he may know what is essential and what non-essential in his investigations.

He should know, for instance, the conditions which govern results at certain seasons of the year, etc., so that his reports and conclusions may be sound, well-balanced, shaped up for ready use and application.

He should have no other Advertising interests or affiliations, be big enough in his own field to meet the largest Advertisers on their own footing, and able enough to exchange his own knowledge of Advertising problems for the information and data he seeks, on Test cases, from Advertisers.

I believe that getting access to the inner facts of marked Advertising Successes or Failures would not be difficult for such a man.

Especially, as head of a National, neutral, and intelligent "Institute for Advertising Research," which position should give him access to greater knowledge of Advertising problems and their solution than any single Advertiser who therefore might be glad to exchange experiences with him.

I believe there are at least a half dozen such men in the Advertising ranks to-day.

But, I believe it would be hopeless to attempt interesting the kind of ability we need at a salary of less than $10,000 per year or perhaps several times that.

Our principal expenses and our best investment would be in having at the head of this movement a paid Director who could command the information we seek from Advertisers, capably investigate it in the light of a Business Man's or Advertising Man's experience, record what he finds vital and useful, discard the rest, and issue in quarterly form a Bulletin covering lucidly the cases investigated, with an able digest of each case.

Such a man should also be capable of thinking out to safe conclusions, and explaining clearly the causes and conditions which led to the Results his investigations revealed.

The requirements of the proposed "Institute for Advertising Research" beyond services of such a man, would probably be merely a modest office with small stenographic force.

This with funds sufficient to publish a limited edition of the Quarterly Bulletin four times yearly.

You pay dearly for lots of things you can't buy because you can't afford them.

* * *

The great problem of the booklet advertiser is how to keep out of the waste basket.

* * *

Dignity in advertising consists of a picture, a name and an address.

* * *

The minute you commence to argue about anything away goes dignity.

* * *

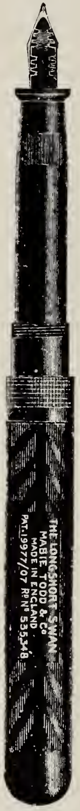
Some advertisers prefer dignity to sales. Only the rich can afford to be dignified.

* * *

Every time we read a piece of poetry in an ad we want to get up and break windows.

* * *

A certain well known advertising man has said that the only difference between brilliant men and mediocre men is the difference in their enthusiasm.



Swan

The Longshort Swan

Fountain Pen

is unequalled for even flow of ink and smooth writing. Its construction makes it absolutely non-leakable, and it can be carried with safety in any position.

It fits snugly in the vest pocket when closed, and when open is large enough for good, comfortable writing.

The nib is of 14-kt. gold, and is made in many styles to suit every kind of handwriting. Will last a lifetime.

Every pen absolutely guaranteed.

Of all stationers and jewelers. If your dealer can't supply you with a "Swan," refuse a substitute and write us direct.

Pen Open for use Actual Size

Mabie, Todd & Co.
124 York Street,
TORONTO

LONDON (Eng.)
79-80 High Holborn, W.C.

Pen Closed Actual

and at NEW YORK, CHICAGO, PARIS, BRUSSELS, Etc.

There are more ways to win than to lose, else the world were a failure long ago.

You buy Engravings to sell the products you manufacture

IF THEY ARE

Pleasing and *Effective*

and show the goods to the best advantage they will become a selling factor

WE DESIGN & ENGRAVE PLATES FOR ALL ADVERTISING PURPOSES

LEGG BROS ENGRAVING CO

TORONTO
CANADA

Canadian Home Journal

SHOWS THE

Most Astonishing Growth in Advertising Ever Shown in a Canadian Publication

June, 1909— 3,847 lines
June, 1910—12,730 lines

The first six issues of 1910 carried more advertising than was carried in the first ten issues of 1909. This is no sudden spurt but a steady growth which started ten months ago.

Shrewd advertisers of goods for women or the home know that it pays them to secure an introduction to the buying member of the household through the

CANADIAN HOME JOURNAL

59-61 John Street - - TORONTO

ANOTHER STEP IN THE MARCH OF PROGRESS

In the inauguration of an eight-page financial section—and at the same time increasing from a 32-page to a 36-page paper, "TORONTO SATURDAY NIGHT" furnishes further evidence of the progressive spirit that is serving to keep it well in advance of all other high-class advertising propositions.

The experience of the past year has proven that the public reads and appreciates financial topics, when these are dealt with in a fearless, straightforward manner, and it is the intention of this paper to widen its field and scope of operations along these lines.

The new financial section embodies special features, handled by some of the foremost financial writers in Canada; racily written reviews of the Montreal and Toronto markets; statistical tables; in fact, every feature now embodied in other financial weeklies—and some features, in addition, that are exclusively ours.

TORONTO SATURDAY NIGHT.

Newspaper and Magazine Presses Taken in Trade for Improved Hoe Machines

FOR SALE AT LOW PRICES

Goss Sextuple, or 48-Page Press.
Goss 4-Deck Press, printing from 4 to 32 pages.
Goss 3-Deck Press, printing from 4 to 24 pages.
Goss 3-Page-Wide Press, printing from 4 to 12 pages.
Goss Single Press, printing 4 and 8 pages.
Scott Sextuple, or 48-Page Press.
Scott 3-Deck Press, printing from 4 to 24 pages.
Scott Single Press, printing 4 and 8 pages.
Potter Two-Deck Press, printing 4 to 16 pages.
Potter Single Press, printing 4 and 8 pages.
Bullock Single Press, printing 4 and 8 pages.
Cox Duplex Press, printing 4, 6 and 8 pages.
Cox Duplex Press, printing 4, 6, 8, 10 and 12 pages.
Cottrell 64-Page Magazine Press.
Huber Flat-Bed Perfecting Press.

LET US KNOW YOUR REQUIREMENTS.
WE HAVE THE PRESS TO MEET THEM.

For prices and further particulars, apply to

R. HOE & CO.

Principal Offices :

504-520 Grand Street, New York, N.Y., U.S.A.

7 Water Street
BOSTON, Mass.

143 Dearborn St.
CHICAGO, Ill.

160 St. James St.
MONTREAL, Can.

8 Rue de Chateaudun,
PARIS, France.

109-112 Borough Road,
LONDON, S.E., England.

THE EDMONTON JOURNAL
Morning Evening Weekly
M. R. Jennings, Editor and Man. Dir., Edmonton, Alta.

The Journal

IS THE POPULAR
PAPER WITH ❧
THE PEOPLE OF
EDMONTON

January Circulation, Daily Average - - - 4,119
February Circulation, Daily Average - - **4,321**

You might as well try to pluck out the stars, as endeavor to cover Hamilton thoroughly without the aid of

The Spectator

A boaster, say you? Nay, nay! Investigate. Ask the wise men of the Agencies, or any of the local merchants. All have proved its value.

Established A. D. 1872

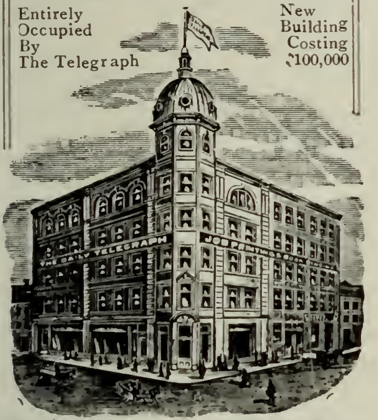
The Quebec Daily Telegraph

has a larger circulation than the combined issue of all other English papers in the city and district.

Completely destroyed by fire Feb. 22 1907, and again on Nov. 28, 1907, without losing an issue on either occasion

Entirely Occupied By The Telegraph

New Building Costing $100,000



22,000 feet of floor space — 21 Electric Motors
Complete New Plant

THE

STANDARD

St. Catharines, - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie, and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

If you desire to cover the Southern Peninsular

Essex County
(Pop. 60,000)

There is only one medium

THE

Windsor Record

(DAILY AND WEEKLY)

Circulation - 8,000

AD-WRITER

desires a position with a reliable firm. Capable of writing good forceful, business-getting advertisements. Moderate salary to commence. Box 233, Economic Advertising, Mail Building, Toronto.

The trouble with some new advertisers is that they want to jump right in with $2,000 and upset the trade of the man who has been "in" for years and has built up an advertising bulwark around his goods that is worth hundreds of thousands of dollars.

* * *

When you deposit $10 in a bank, do not expect credit for $100,000.

All Western Canada Pays Tribute to Fort William

Three great transcontinental roads bring the product of the whole country from the Head of the Lakes to the Pacific to this point.

THE BUSIEST CITY IN CANADA.

Growing every day. Population now 25,000.

THE MORNING HERALD

The best medium available in Fort William, Port Arthur, and in the whole district between Toronto and Winnipeg. In the immediate vicinity of this city there are now at least 50,000 people.

THE MORNING HERALD REACHES THEM ALL

Every information regarding our circulation will be cheerfully furnished.

Sworn statements forwarded on request.
To reach the people at the head of the Lakes you must use

THE MORNING HERALD, FORT WILLIAM ONT.

Hamilton

Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc.. Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

THE

PURCHASING

POWER

behind the unexcelled home circulation of the

LONDON

ADVERTISER

is what makes judicious advertisers know that it pays to use the **ADVERTISER** columns liberally.

IT'S THE BEST IN THE WEST

* * *

London Advertiser Co.
London, Ontario

THE

FARMER'S

ADVOCATE

AND HOME MAGAZINE

Oldest, Largest, Most Widely Circulated and only **National Agricultural** and **Home** Journal in the **Dominion.**

The Farmer's Advocate and Home Magazine is exactly what its name implies. It is the recognized organ of farming interests in Canada, and the journal most read in the home circle as well. It's the best result-bringer in Canada for advertisers who want to see their goods or in the homes of the used either on the farms great agricultural class throughout the Dominion.

Send to-day for Sample and Rate Card.

The WILLIAM WELD CO.,
Limited
LONDON, - CANADA

THE MORNING CHRONICLE

Nova Scotia's Greatest Morning Newspaper

The MORNING CHRONICLE is found on every breakfast table in the City of Halifax each morning, and ere night has fallen it has reached the homes of **every prosperous Nova Scotian in that Province.**

The most widely read Daily Morning Paper in the Maritime Provinces.

NOTE THE ADVERTISING

The large list of leading advertisers regularly using the CHRONICLE'S advertising pages proves its **quality** and **quantity** as a medium.

The fact that they **remain with us year after year, using increased space,** is **another evidence** of the **profitableness** of this newspaper.

The Management will be pleased to furnish advertising rates for our three publications, and any other information regarding circulations, etc., upon application.

The Chronicle Publishing Company, Ltd.

HALIFAX, N.S.

The Paper for the People

and gives rich results to advertisers. What is it?

THE DAILY

HAMILTON TIMES

covers an exclusive field including the City of Hamilton and a prosperous section of the country adjacent to the City. If you use the

DAILY and SEMI-WEEKLY

you reach the Homes of Ontario and the North-West

The oldest newspaper in Canada is "The Gazette"--Established 1778

The Gazette
MONTREAL

The only English morning daily in Montreal is "The Gazette."

EFFECTIVE ADVERTISING —PLUS FREE SPACE

The first time you see a **first-class, specially designed Calendar** or **Hanger**, study it for a moment and figure out its probable result. Because of its **individuality** it is impressive—because of its **beauty** the space on which it is displayed **costs nothing**. We are specialists in designing **Calendars** and **Hangers** that attract attention—**create the buying impulse.** Let us know your individual requirements. Phone or write and one of our artists will call and make a special study of your desires.

ROLPH & CLARK, Limited,
Simcoe and Pearl Streets,
TORONTO, ONTARIO.

How to Get Results in B.C.

The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

That was when the SATURDAY SUNSET was in its first year.

The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The
Saturday Sunset
Vancouver, B.C.

Shrewd Advertisers Post Bills

THEY YIELD THE GREATEST AND QUICKEST RETURNS

We are official Representatives of the Canadian Bill Posters and Distributors Association and can handle your poster campaign in Western Canada (Port Arthur, Ont., to Victoria, B.C.) to better advantage than any other agency in Canada, from the fact that we own and operate most of the Bill Posting Plants in the larger cities of the West, and are in close touch with all the Western Bill Posters, and can get quicker action than if matters have to be referred to the East, 1,500 to 2,000 miles away.

Designs for Posters furnished on request.

Estimates and full particulars on application.

The greatest undeveloped mercantile territory in the world

Let us handle the Western portion of your appropriation.

The Lindsay-Walker Company, Limited
WINNIPEG, MAN.

Our painted displays—absolutely best in Winnipeg.

A Newspaper that has real value for you as an Advertising Medium

POSITIVE PROOF of the PULLING POWERS of

OAK HALL, CLOTHIERS,
TORONTO.

Advertising Manager,
News, City:

Dear Sir,—It gives me great pleasure to be able to tell you that we are getting SPLENDID RESULTS from our advertisements in your paper. We have tested it in different ways and are SATISFIED that your paper really brings trade, and particularly is this noticeable when we advertise Boys' Clothing, which, as you know, we are SPECIALISTS in.

With best wishes,
I am, yours truly,
J. C. COOMBES, Mgr.

THE NEWS—Toronto's Acknowledged Home Paper

THE CALGARY DAILY HERALD

Recognized as the leading Daily Newspaper between Winnipeg and the Pacific Coast. The Herald swears to a larger circulation than any other daily paper even lays claim to

Examination of American Association of Advertisers just completed.

Full particulars and rates direct from this office or from any authorized agency.

HERALD PUBLISHING CO., Limited
CALGARY, ALTA.
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., Toronto, Ont.

Sworn Circulation for month of December,
7192 Copies Daily Average.

"You cannot cover Alberta without 'The Herald'"

The Morning Leader

REGINA, SASK.

Is the leading publication between Winnipeg and Calgary, covering the entire Province of SASKATCHEWAN.

CIRCULATION

Sworn statement for April, Daily, ... **4,541**
Weekly, ... **6,682**

Further particulars regarding advertising rates, etc., on application.

THE LEADER PUBLISHING CO., LIMITED
REGINA, SASK.

To cover Saskatchewan you must use THE LEADER.

New Home of the Victoria Times.

THE TIMES

VICTORIA, B.C.

A high-class evening paper with a circulation achieved by merit and without the employment of extraneous aids.

Circulation guaranteed by the American Advertisers Association.

Established a quarter of a century.

A new rate card goes into effect August 1st. Contracts made up to that time will be on the present schedule.

Eastern Representative,
E. J. GUY,
Canada Life Bldg.,
Toronto Ont.

For Rates, etc., apply
THE TIMES
VICTORIA, B.C.

April Was a Record Advertising Month for LA PATRIE

More advertising was carried in the columns of LA PATRIE during the month of April than in any previous month in this paper's existence.

Could there be any better evidence of the value of LA PATRIE, as an advertising medium, than the constantly increasing use of its columns by advertisers?

Advertisers are fast realizing that, to properly reach the French-Canadian buyers, they must use the advertising columns of LA PATRIE.

Those who have already used LA PATRIE know, from experience, that they are not paying for waste or foreign circulation.

Remember,

La Patrie

has not only quantity of circulation but quality as well, both in Montreal and the Province of Quebec.

Toronto Office: Canada Life Building

EDGAR J. GUY, Representative

A Profitable Service

NEWSPAPER and periodical space costs you thousands of dollars annually. That investment should yield tangible net profits. At the end of a year you should be able to place your finger on any piece of advertising and tell the approximate results in dollars and cents. Can you do it?

Filling space profitably isn't an easy job. Your strongest selling arguments must be clearly, frankly and forcibly stated. Your advertising must reveal the perfections of your product—*your* knowledge of the goods.

The man who fills your space must keep in touch with you, because the facts you know about your product are the facts the people want to know. We have perfected a unique service. It will pay any manufacturer in Canada to know more about it before placing his appropriation for the coming season.

WOODS-NORRIS LIMITED

Advertising Agency

Mail Building, Toronto

"The Toronto World"
(DAILY AND SUNDAY)

Has a Quarter Million Readers EVERY DAY
IN THE YEAR

BRIGHTEST NEWSPAPER BEST ADVERTISING MEDIUM
GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

The One Outstanding
Medium

in practically every national advertising campaign in Canada is

The Globe
Toronto

During the whole of its sixty-six years of history it has occupied a foremost position both as a mighty journalistic force and as an advertising medium par excellence.

The fact that THE GLOBE'S advertising continues from month to month to show remarkable increases is the best evidence that the paper maintains its proud position. The increase for May, 1910, over May, 1909, was two hundred and forty-five columns.

Toronto, June 1, 1910.

JULY, 1910

Economic Advertising

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WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

$12,500,000.00

Looks like a big sum of money, but it represents merely the value of the horses imported into Western Canada during the first five months of 1910. The United States arrivals alone will bring to Western Canada during 1910 wealth sufficient to build a fleet of Dreadnoughts or a Transcontinental Railway.

The Westerner is so liberal a purchaser, and his purchases cover such a wide range of articles that Western Canada is to-day the most profitable field in the Dominion for the operation of the general advertiser. While, of course, the employment of the Free Press of Winnipeg, the great Daily of the West, is essential to success in any advertising campaign, Western Canada is so large, and its population is growing with such rapidity that a few of the Dailies in the smaller Western cities can be advantageously used in conjunction with the Free Press.

As a market for Eastern Canadian products, Western Canada has reached that stage where the general advertiser is beginning to realize the importance of setting aside a special appropriation and preparing a special advertising campaign to cover it. If you are contemplating a publicity campaign in the west we would recommend you to consult the Canadian Advertising Agencies who are equipped to furnish you with the fullest information concerning this territory.

FREE PRESS, Winnipeg

EDGAR J. GUY, EASTERN REPRESENTATIVE, **Canada Life Building, TORONTO**

The Vancouver B.C. DAILY WORLD

Daily Average Circulation for May was:

21,309

By Carrier	12,904
" Sales	1,891
" Mail	5,375
" Agents	1,139
	21,309

¶ The paper that reaches all the homes.

¶ Prints all the news all the time.

¶ The only paper that carries all the large departmental store news.

¶ Carries more advertising than any other paper printed anywhere.

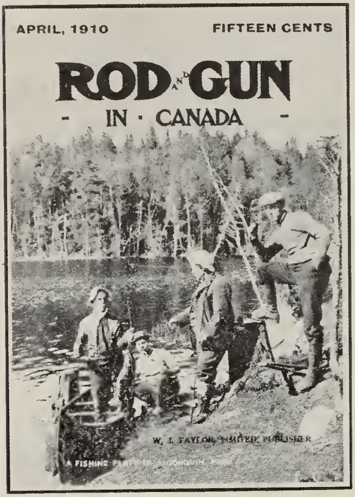
¶ The Home paper for the Home.

BY MAIL, $3.00 PER YEAR.
BY MAIL, $1.50 PER SIX MONTHS.

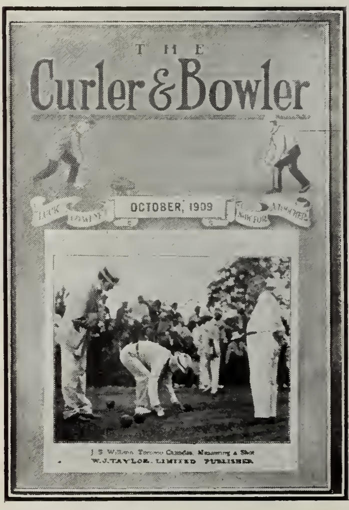
Rate Card on Application.

The Vancouver B.C. Daily World

They Cover Canada



VOL. 5, No. 10.
NOVEMBER, 1909
OUTDOOR CANADA
Per Copy 10 Cents
Yearly $1.00
W. J. TAYLOR, LIMITED PUBLISHER.
WAITING FOR A PASS
OUTDOOR CANADA PUBLISHING CO., SPECTATOR BUILDING, HAMILTON, ONT.



FROM OCEAN TO OCEAN

W. J. TAYLOR, LTD., Publisher

Publication Office, Woodstock, Ont. Business Office, 5 King St. W., Toronto

"The Toronto World"

(DAILY AND SUNDAY)

Has a Quarter Million Readers EVERY DAY IN THE YEAR

BRIGHTEST NEWSPAPER BEST ADVERTISING MEDIUM

GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

Are You Prepared?

Business is good and is bound to be better for the next several years in Canada.

The best proof of this is shown by the large number of United States manufacturers erecting branch factories in Canada.

The United States business man is keen and far-sighted, and would not undertake this expense unless he saw money in it.

Now is the time to be considering how best to secure the greatest share of the Fall and Winter trade. There will be a lot of money in the hands of the public after the crops are in. Get your share of it.

We are preparing estimates and plans of Fall and Winter campaigns for a number of successful manufacturers. Can we not help you with yours?

Why not write us to-day? It places you under no obligation and may save you money.

WOODS-NORRIS LIMITED
ADVERTISING AGENCY
MAIL BUILDING
TORONTO, CANADA.

Advertising prepared, designed and placed.

Newspapers
Magazines
Periodicals
Booklets

Catalogues
Street Cars
Billposting
Painted Signs

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, July, 1910. No. 7.

Straight Talks

THE TARIFF OR ADVERTISING—WHICH DO YOU RELY ON?

THERE'S one jovial gentleman in, about, or near the city of Montreal who has very decided opinions on the tariff question. He has been running a factory for the last twenty years, marketing his product in the good old-fashioned way, and incidentally piling up the nucleus of a permanent income. So fortunately is our friend situated that he might close down his factory, spend half his time roving over Europe picking up *rare* old Masters and the rest of it adorning the walls of his manorial residence.

But—our good friend is not built that way. He belongs to the breed of fighting men—that section of the human family that always meets a scrap half way. His language, when excited, has none of that poetical 'witching smoothness of the late Robert Louis Stevenson's. It gurgles ominously from his throat like the half-smothered exhaust of a motor boat. But it is picturesque—ruggedly superb and not at all soul-annoying.

Up till two years ago our friend sailed the sea o' life under summery skies and favoring breezes. He laughed at the trifling obstacles of domestic competition—swept them good-naturedly aside, as the flow of a mighty river sweeps flotsam and jetsam to either shore in its onward rush to the sea.

Then something happened. A big U.S. competitor explored our land from ocean to ocean, and, although it did not spout milk and honey, it certainly looked good to him. Our cousin simply visited our land on pleasure bent. In a dreamy mood he sat one night on the verandah of a big hotel perched up near the summit of the eastern slope of the Rockies. His leisurely journey across our country recuperated him strangely. The spirit of youth and of conquest blazed up in his soul, kindling the dying embers of ambition into a vigorous flame once more. What recked he about Oriental markets. Why should he speculate regarding the buying capacity of the hungry millions of Europe? Those armament-crushed nations couldn't buy anything worth while at his price. Here was a gaping and voracious market right at his own door. The big American had been a fool. He muttered as much to himself. Rising from his chair, he paced nervously back and forth along the wide verandah. Occasionally he would stand still a moment to gaze into the star-sown vault and puff little clouds of smoke into the clear cool skies. His mind leapt through the near future and ranged the land to be. Thriving towns mottled the plains, vegetation greened vast areas now drearily deserted, bountiful Nature had given this Canada a birthright second to no other nation on earth. A rugged, strong, clear-eyed Imperial race filled up the land—the hum of their industries alone cutting through the still night to his brain. That was the dream this dreamer dreamt and he resolved to play a part in its realization.

Calmly, coolly, his active, business trained mind reined in imagination and reasoned out the cheapest way of securing a lion's share of our ever-widening market. If there be anything in telepathy, our Canadian manufacturer, mentioned heretofore, must have had troubled dreams that night, for the big visitor up on the top of the world was figuring out how he could absorb his business. Vague and flitting fancies of such a visitor must have caused our manufacturers and politicians to erect a tariff wall for the benign purpose of protecting "Infant Industries."

But our hostile tariff did not occupy our visitor's mind one second of time. That it existed only added zest to the coming fight. The American thought for a moment of his chief competitor's product and freely admitted that in some respects it bettered his own. But—what did the people of the country know about that? Nothing at all. Carefully and methodically this cautious, calculating son of Uncle Sam planned his campaign. And swiftly as electrical currents could carry his thoughts to his subordinates his ideas were placed before them. It was their business to perfect them. They were always on the job whether the old man, as they termed him, was gallavantin' over Europe or up in the wilds of the Last Lone Land. Because that same old gentleman's thumb was within reach of a push-button all the time.

You will say that the American's first move was to fling up a factory on our soil and set the wheels whirring day and night. Less clear-seeing minds might have done that very thing; but the raider's first move was the perfecting of his product. He figured that a comparatively small investment would better the Canadian competing line. And the same amount invested in effective advertising would convince common-sense folks of the superiority of his product.

The two moves were made simultaneously. For a brief period the man in Montreal laughed at the fool notions of his foreign competitor—*for a very brief period.* Then his best salesmen experienced a difficulty they never had experienced before. Dealers began to cut orders. Their customers were ordering the American brand. The ultimate consumer had been educated up to an appreciation of the article through advertising. The desire for it grew. And finally a big percentage of patriotic citizens refused to be cozened into buying the home product at any price. We are all patriotic citizens, but, unfortunately for some folks, our patriotism is not of the type that will make us pay $1.90 for an article when we can buy a similar article, equally as good, for $1.60. Here endeth the first lesson.

* * *

Our friend, near Montreal, very quickly lost his complacent belief in the possibility of nailing down a market permanently. The reports of his roadmen became more and more discouraging. His business was gradually slipping away from him. And with sorrowful contempt he contemplated our ineffectual tariff wall. Then, by way of diversion, he cursed politicians in general and our Finance Minister in particular.

However, our manufacturer happened to be a gentleman whom no adverse fate could long annoy. As his salesmen lost heart the cheerier he became. And, calling in his scouts, he resolved to talk to them like a big brother. His speech was a classic and should be reported verbatim. But space forbids any short-cut to fame on our part. We can only give the gist of this memorable harangue:

"Boys!" declared the jovial one, "I guess you think that this guy from the States has me treed. Well, you have another think coming. We're going to fight it out along this line if it takes ten years. This old factory will be run at cost, our product will be distributed at cost, our dealers will be handed a better profit, and you may just work along in the old way, and watch our friend south of the line draw in his cohorts.

"It stands to reason that he's selling the dealer at a loss. He cannot plough through a 30 per cent. duty for ever. I expect to see him fade off the map inside of a year. Besides, I have $500,000 that says he will."

An encouraging speech, surely, and, at the first glance, a reasonable one. But our manufacturer did not clearly sense the tactics of his competitor. He did not seem to realize that the American had prepared for every move—that business was no gold-accumulating struggle to him, but a deftly-played game. The raider fully realized that he would drop money in the process of capturing the Canadian market for his product; but he had figured out the strength of his competitor to a dollar and he knew the cost of the project the day the fight began. Moreover, he had reduced the cost of production to a minimum and, even with duty added, he clearly saw that he could sell the Canadian dealer at the domestic manufacturer's cost price. But he did not worry much about the attitude of the Canadian dealer. He had no intention of antagonizing that gentleman; but he considered it the wiser policy to level his guns on the consumer. Therefore he trebled his advertising appropriation for the Dominion, stuck to his initial retailing price and confidently awaited results.

On the other hand, the salesmen of the home manufacturer rolled into their different territories with joy. Their old man was the right sort and they swore eternal fealty to him. Talk about a land office business! Orders filled the mails—tickled the wires—banged into the office of the Montreal man. He had worked his factory night and day for months—he had doubled his shipping force—he was prepared for the fray. A full moon couldn't have looked more radiant with a real live Gibson girl indelibly stamped on its sun-kissed face.

Doubts and fears assailed the raider's travellers. Their orders were few and far between. Some of them wrote the Boss that the Canadian manufacturer was entrenched in bullion—that they were playing a losing game. But old Jeremiah Johnson chewed away at his cigar, and chuckled gleefully. Every few days he dictated a few crisp sentences to his men, and his commands seldom varied a word: "It's up to the Canadian consumer. He's human. You bang away. Do the best you know how. I *see* the result. *There can only be one* finish."

Here endeth the second lesson.

* * *

And it was up to the Canadian consumer. Old Jeremiah had employed an ink slinger that knew his business. Also, he knew human nature. Our good folks could not pick up a newspaper or periodical worth while that did not hammer home the selling facts of the American's product. They got to believe that Jeremiah Johnson's article was THE ONLY REAL THING. They demanded it. If the dealer couldn't supply it they got it from one or other of Jerry's distributing depots by mail. True, it cost a little more, but the price had become standardized. And good Canadian citizens felt that the home manufacturer had been robbing them for years and intended to continue the same game by reducing quality—since he lowered the price.

The dealers had speculated on a sure thing instead of investing in stock. There's a difference. Some day I'll show the dealers how they play into the hands of the mail order house by *speculating* on goods six months before they want them. Talk about "The Science of Retailing!" There isn't any.

But to continue our illuminating portrayal of the facts, the dealers who had speculated on the home manufacturer's product gradually grew pesky. Then they got mad. Finally they were practically unanimous in declaring that they had been buncoed. And when the salesmen of the Montreal man hit the pike again they got *no* repeat orders. But prompt turndowns instead. Which was to be expected.

Things were allowed to freeze up all along the line until Jeremiah Johnson divined that our jovial friend's soul was wallowing around in the Arctic waters of disillusionment and disappointment. Then the agent of the former patched up a truce. That's how the Montreal man is now president and managing director of a subsidiary company, situated in Canada, for a big United States concern.

Here endeth the third and last lesson.

* * *

A beautiful and touching fable, you say. No such case on record, you add. Stop there, my friend! You are all dead wrong—if you think so. Because there is not only one, but several such cases under our noses—cases so similar that you couldn't note the difference *in principle* through a telescope. The details may have been mussed up a bit. The day's a sizzler, but I'll stand by the facts.

When I was years younger my grandmother used to ladle out some sound advice. I emulated Mark Twain by teaching the old girl how to suck eggs. One of her favorite maxims was "None are so blind as those who will not see."

You Canadian manufacturers are not blind, but you will not see. Your faith in the possibilities of this young country is somewhat limited. And it would be easy to prove by facts and figures that 95 per cent. of you gentlemen are not doing anything like the business you might be doing. We would not have bought $190,000,000 worth of goods from American manufacturers last year if you were. Take down last year's blue book and figure out how much actual cash we invested in *your* foreign competitor's products. An amazing sum surely—a part of which you ought to have cornered.

Why do we extend a preference to American goods? Simply because the American manufacturer thinks it good business to tell us what we are *entitled* to know.

He advertises—not fitfully, but consistently. He reasons things out with us. He often sells his goods on the money-back-if-not-satisfied plan and that is certainly a sales-creating way of advertising.

I know as well as any man that several of our manufacturers are methodical and aggressive advertisers.

But the majority of you are not.

You meander along in the old way, and when business slacks up you petition the powers that be to tack on an extra 10 per cent. on your foreign competitors' lines. And that may be done once too often for the health of any Government, however popular it may be.

Let the people of Canada once get the notion that the Government taxes their necessities for the purpose of protecting this or that "Infant Industry" and a lusty growl will make the big chiefs in Ottawa call another pow-wow. Two things are self-evident right now. The tariff is no good as it now stands or your production or distribution or both are costing too much money. As we said in the April issue: In 1915 we'll buy

$300,000,000 worth of goods direct from the States, tariff or no tariff—plus the millions of dollars we'll invest in the product of American houses established in Canada.

Unless a majority of you manufacturers will tell us what we are entitled to know about your goods through advertising, nothing else can prevent the average consumer from patronizing your foreign competitor.

* * *

Let us take a concrete example for the sake of clarity. Suppose a New England shoe manufacturer decided to place his shoes on 33 per cent. of the men, women and children of this country. Granted that his product compared favorably with best products of the Canadian shoe industry, there is no force apparent in the home trade that could bar his progress. Aggressive and consistent advertising would carry the day. Unless the leather merger would insure its distribution by buying up several shoe factories, perfect their product and tell the people of Canada the facts the people of Canada are *entitled* to know about shoes.

If you doubt my conclusions, speak up quick and answer these questions: What do you know about any Canadian made shoe, excepting the "Slater"? And how much do you know about the "Slater" shoe?

It is more than likely that you do not know even the name of another Canadian made shoe at the moment. And it is just as likely that you do not know of a solitary, substantial reason why you should buy the "Slater" shoe—unless actual wear has convinced you of its superior qualities.

Surely, then, "Slater" shoe advertising is lacking in effectiveness. And no other shoe advertising has appeared in our dailies and periodicals that is worthy of notice—

Since 75 per cent. of the shoe buyers of the country know of no Canadian made shoe excepting the "Slater."

And it is only known by reputation attributable to general publicity.

Suppose, that a big New England manufacturer decided that a third of the Canadian shoe trade would be well worth an investment of a million dollars scattered over several years.

What is there to prevent him coming right in and working up a shoe business of two or three million a year?

Nothing—excepting the tariff, you say.

Well, as a matter of fact the tariff does not keep out the comparatively small American manufacturer and could never keep out the New England man who considered a third of our market worth $1,000,000, invested over a period of years.

Need it be emphasized that a third of our shoe market would be a star bargain at the price?

It would mean shoeing 2,500,000 of our people annually.

At an average of one pair of shoes for each individual priced at $2.00 a pair wholesale—

A business of $5,000,000 a year on an investment of $1,000,000 scattered over a period of years.

A profitable outlook, surely.

* * *

I do not know anything about the tariff from a political standpoint. Our mounting imports from the States seem to prove that it is economically faulty—if not impossible.

The one apparent fact is this: If a protective tariff increases the cost of goods we must import, then the ultimate consumer will have something to say when he fully realizes it.

Sane, aggressive, common-sense advertising on the part of our manufacturers seems to be the only remedy—the only strong barrier we can erect against the inroads of foreign competition.

An advertising appropriation is nothing more or less than a reasonable, annual premium payable on business prosperity.

I cannot see that it is fair to tax the consumer for the purpose of protecting an industry that he is not interested in.

Suppose Mrs. Jones of Saskatoon decides that an American shoe is the shoe she wants, is it fair to tax the lady 30 per cent., or whatever the duty may be, for the purpose of protecting the shoe industry in Quebec, or Ontario? It would be hard to make Mrs. Jones believe *that* fair—if she knew the facts.

Doesn't it seem reasonable that the manufacturer should protect his trade, insure his prosperity by proving his product superior to foreign products through advertising?

If it isn't superior, or equally as good, we don't want it at any price. But it's wrong to fine us simply because we insist on buying a foreign article we have reasons for believing superior.

It's up to the domestic manufacturer to show us that we are wrong—that his product is the superior one—the one we should buy, not from patriotic motives, but simply because his article is the best at the price. The easiest way and the cheapest way of protecting and developing your business is simply to tell the people what they ought to know about your product.

I do not think that the average manufacturer can advertise his goods effectively. But there are those in Canada who can. It would be the easiest thing in the world to pick out scores of manufacturers in this Dominion who could be made rich through effective advertising. Do you doubt it? Let me remind you once more that we handed over $190,000,000 last year to Uncle Sam for value received.

A chunk of that sum should have found its way into your bank balance—but it simply followed the line of least resistance, *right through a protective tariff that did not protect.*

Now I have stated that in 1915 we'll hand over $300,000,000 at least to Uncle Sam—unless you wake up in the meantime and advertise.

(*To be continued in our next issue.*)

◆

Advertising is sometimes like fishing; a fellow always imagines he would have caught more on the other side of the stream.

* * *

The man who isn't willing to work with his hands hasn't brains enough to work with.

MAINTAINING THE PRICE OF GOODS.

Seth Brown tells us how Advertising Standardizes a Product. Definite Price a Guarantee of Quality. Some Advertisers might explain this profitably in a Consumer Campaign.

The effect of advertising is to make things standard—of known quality.

You cannot maintain standard quality without a definite price. Therefore price-cutting and standard in quality cannot go hand-in-hand.

If the price is cut, the quality must come down.

At first thought it might appear that the retail price at which the goods are sold has nothing to do with their quality, but this is a mistake.

Just as sure as the price commences to be reduced it brings the article into competition with goods which are of indifferent value and unknown quality.

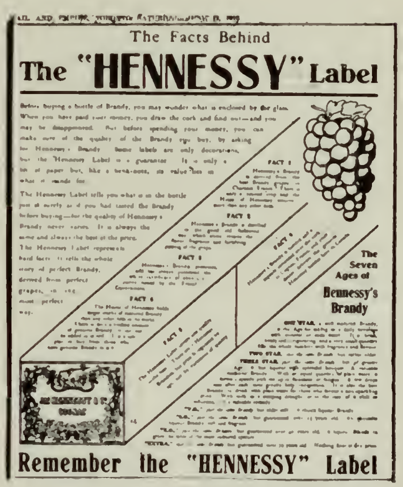
Buyers soon learn to estimate the value of goods according to the price at which they are sold, and will not give proper appreciation to values in the presence of the fact that they can buy similar goods at the same price.

And the impression on the trade tends to induce the manufacturer to reduce the quality of his merchandise in such cases.

This has been done repeatedly.

Many a manufacturer has started out with high quality goods and later has found that the price of his goods was being cut by the dealers and that the general public were not being educated up to the high standard which he had started out to maintain.

Gradually this influence had its effect on the manufacturer and the result was that he decreased the quality of his product to correspond with the general understanding of its value, and therefore lost his position of supremacy on the basis of quality.



The Facts Behind

The "HENNESSY" Label

The Seven Ages of Hennessy's Brandy

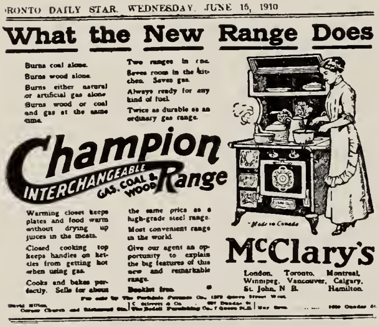
Remember the "HENNESSY" Label

STRONG REASON-WHY ADVERTISING.

At first it may seem a little difficult to understand exactly how this works out, but the experience of many products proves this fact to be absolutely true.

In order that the manufacturer may continue in business, in order that he may maintain a definite standard quality, in order that he may be justified in spending the money necessary to tell the public about the goodness of his merchandise, it is absolutely necessary for him to see to it that the price to the consumer is not cut. This is just as much an advantage from the standpoint of the buyer as from the seller.

Of course temporarily the buyer may secure goods of a better quality at a less price, but in the long run the practices of this kind have shown absolutely that the manufacturer was forced to reduce the quality of his product to correspond with the general acceptation of its value.



RONTO DAILY STAR. WEDNESDAY. JUNE 15, 1910

What the New Range Does

Burns coal alone.

Burns wood alone.

Burns either natural or artifical gas alone

Burns wood or coal and gas at the same time.

Two ranges in one.

Saves room in the kitchen. Saves gas.

Always ready for any kind of fuel.

Twice as durable as an ordinary gas range.

Champion Interchangeable Gas, Coal & Wood Range

Warming closet keeps plates and food warm without drying up juices in the meats.

Closed cooking top keeps handles on kettles from getting hot when using gas.

Cooks and bakes perfectly. Sells for about the same price as a high-grade steel range.

Most convenient range in the world.

Give our agent an opportunity to explain the big features of this new and remarkable range.

Booklet free.

McClary's

London. Toronto. Montreal. Winnipeg. Vancouver. Calgary. St. John, N. B. Hamilton.

ADVERTISING THAT BRINGS RESULTS.

Dealers are very apt to work along the lines of least resistance and they will not take the trouble to explain the additional value of certain advertised articles when it is not necessary.

Therefore when they are selling a standard article at a cut price they are not at all disposed to show the customer the advantages of the better article over something else "just as good."

And their profit on the "just-as-good" kind is larger.

This leaves the loop-hole open for the substitute which is a general misfortune to the manufacturer, the dealer and the consumer.

Selling honest goods under an honest name for an honest price is the only sensible and scientific method of merchandising.

It is just as much the business of a manufacturer to see to it that his goods are sold at a fair uniform price, as it is that the quality is maintained.

* * *

You can't beat the advertising game by advertising that you don't advertise.

* * *

If a man is the right size, his troubles are not as large as he is.

* * *

Money would be no account if the other fellow didn't want it.

* * *

The man who grabs a steer by the tail ought not to be particular about where he goes.

* * *

A good investment is frequently the one a fellow doesn't make.

* * *

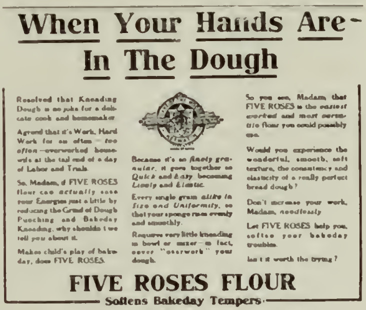
The smaller the man the bigger the trouble he can stir up.

CARNEGIE AND HILL AS ADVERTISERS.

An Illuminating Address by E. St. Elmo Lewis in the Commercial Union. The Chief Officials of Transportation Companies and Combines might read this with profit. Take the people of the country into your confidence—stop lobbying, and advertise.

"Andrew Carnegie and James J. Hill have probably made more money by skillful advertising than any other men in America. In the line of shrewd advertising, as well as knowing how to accumulate millions, they are experts of the highest order. For years Mr. Carnegie kept himself and the Carnegie company before the public so effectually that the American people believed that by all odds his concern was far and away the greatest in the country. Very few knew that at the time the Steel Corporation was formed, another iron and steel company in Pittsburg had an output almost as great as Carnegie's. The world knew all about the Carnegie company, but it didn't know about others. Carnegie capitalized his reputation and sold to the Steel Corporation for two or three hundred million dollars more than he could have made had he not for years known and practised the art of the widest possible publicity. The Steel Corporation's issue of securities, based in part on the ownership of the Carnegie plant, had less water than many have supposed. It was merely the turning into securities of the tremendous asset of the world-wide reputation of the Carnegie company, and Mr. Carnegie thus capitalized and sold for some hundreds of millions the publicity work which he had carried on for years.

This was equaled only by Mr. James J. Hill when he was getting ready to sell his iron ore properties in the Lake region. For several years Mr. Hill never lost an opportunity to keep before the public the increasing value of iron ores and the vast quantity which he owned in the Lake region. There were many suggestions of the fact that these could not be duplicated at any price and that they would be very cheap at a dollar a ton in the ground, as they might furnish the basis for some independent steel company. Nobody knew very much about



When Your Hands Are In The Dough

Resolved that Kneading Dough is no joke for a delicate cook and homemaker.

Agreed that it's Work, Hard Work for an often — too often —overworked housewife at the tail end of a day of Labor and Trials.

So, Madam, if FIVE ROSES flour can *actually* save your Energies just a little by reducing the Grind of Dough Punching and Bakeday Kneading, why shouldn't we tell you about it.

Makes child's play of bakeday, does FIVE ROSES.

Because it's so *finely granular*, it goes together so *Quick and Easy* becoming *Lively and Elastic.*

Every single grain *alike in Size and Uniformity*, so that your sponge rises evenly and smoothly.

Requires very little kneading in bowl or mixer—in fact, never "overwork" your dough.

So you see, Madam, that FIVE ROSES is the *easiest worked* and *most versatile* flour you could possibly use.

Would you experience the wonderful, smooth, soft texture, the consistency and elasticity of a really perfect bread dough?

Don't increase your work, Madam, *needlessly.*

Let FIVE ROSES help you, soften your bakeday troubles.

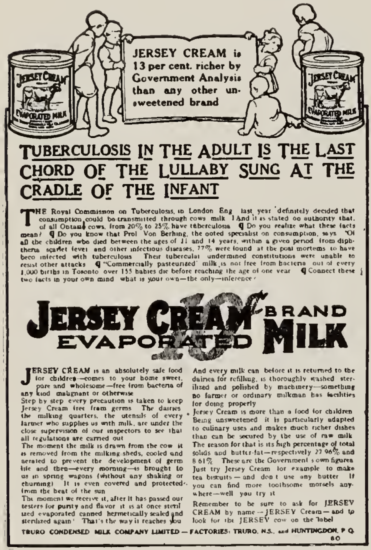
Isn't it worth the trying?

FIVE ROSES FLOUR

Softens Bakeday Tempers

A Good Flour Ad.

these properties, but the public finally came to believe that they were so immensely valuable that they were almost necessary to the existence of the Steel Corporation. When the Steel Corporation decided to make the purchase of these properties on the basis of about $1 per ton in the ground, thus assuming an obligation of probably $500,000,000, it was regarded as a master stroke by the general public, who knew nothing in the world about ores or about these particular ore properties. Like Carnegie, Mr. Hill had capitalized his publicity work to the extent of several hundred million dollars. The Steel Corporation could never have been floated without taking in the Carnegie plant, not so much because of its magnitude as because of the reputation won by Carnegie's magnificent publicity campaign running over many years. The Steel Corporation could never have met public approval in paying such a price for the Hill ore properties if Hill hadn't made the public, by the most skillful work, believe that they were really essential to its welfare. The great fortunes of Carnegie and Hill are largely due to the advertising which made possible the capitalization of the public sentiment that they had created about their own enterprises. The creation of such public sentiment, of such widespread knowledge about any section or any business is one of its assets, often more important than the natural resources of the country, or the immediate direct results that follow a broad advertising campaign. The railroads of the Pacific coast have learned the facts and act accordingly. The railroads of the South have not learned them, and therefore, are not in a position to capitalize public sentiment to the great enrichment of this section. If the wonderful story which could be told about Georgia's cotton crop and the millions it will bring this year could be duplicated in the West, every railroad there would fill every magazine and every paper in America with such stories of cotton and its power for the creation of wealth, of the fact that cotton brings more than twice as much per acre as the wheat and


JERSEY CREAM
EVAPORATED MILK
JERSEY CREAM
EVAPORATED MILK

JERSEY CREAM is 13 per cent. richer by Government Analysis than any other unsweetened brand

TUBERCULOSIS IN THE ADULT IS THE LAST CHORD OF THE LULLABY SUNG AT THE CRADLE OF THE INFANT

THE Royal Commission on Tuberculosis, in London Eng last year definitely decided that consumption could be transmitted through cows milk ¶ And it is stated on authority that, of all Ontario cows, from 20% to 25% have tuberculosis ¶ Do you realize what these facts mean? ¶ Do you know that Prof Von Berhing, the noted specialist on consumption, says "Of all the children who died between the ages of 11 and 14 years, within a given period from diphtheria scarlet fever and other infectious diseases, 77% were found at the post mortems to have been infected with tuberculosis Their tubercular undermined constitutions were unable to resist other attacks ¶ "Commercially pasteurized" milk is not free from bacteria out of every 1,000 births in Toronto over 155 babies die before reaching the age of one year ¶ Connect these two facts in your own mind what is your own—the only—inference?

JERSEY CREAM BRAND EVAPORATED MILK

JERSEY CREAM is an absolutely safe food for children—comes to your home sweet, pure and wholesome—free from bacteria of any kind malignant or otherwise

Step by step every precaution is taken to keep Jersey Cream free from germs The dairies the milking quarters, the utensils of every farmer who supplies us with milk, are under the close supervision of our inspectors to see that all regulations are carried out

The moment the milk is drawn from the cow it is removed from the milking sheds, cooled and aerated to prevent the development of germ life and then—every morning—is brought to us in spring wagons (without any shaking or churning) It is even covered and protected from the heat of the sun

The moment we receive it, after it has passed our testers for purity and flavor it is at once sterilized evaporated canned hermetically sealed and sterilized again! That's the way it reaches you

And every milk can before it is returned to the dairies for refilling, is thoroughly washed sterilized and polished by machinery—something no farmer or ordinary milkman has facilities for doing properly

Jersey Cream is more than a food for children Being unsweetened it is particularly adapted to culinary uses and makes much richer dishes than can be secured by the use of raw milk The reason for that is its high percentage of total solids and butter-fat—respectively 27 96% and 8 61% These are the Government's own figures Just try Jersey Cream for example to make tea biscuits—and don't use any butter If you can find more toothsome morsels anywhere—well you try it

Remember to be sure to ask for JERSEY CREAM by name—JERSEY Cream—and to look for the JERSEY cow on the label

TRURO CONDENSED MILK COMPANY LIMITED—FACTORIES: TRURO, N.S., and HUNTINGDON, P Q.
60

POETICAL—BUT! !

corn of the prairie States, as to draw millions of capital for investment, but Southern railroads sit down and say nothing."

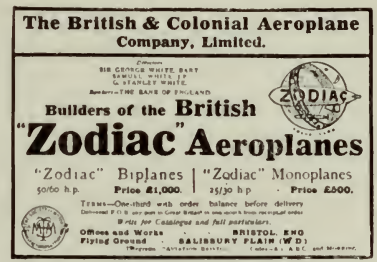
You will probably realize that the central principle of this art by which we create business is the teaching principle. We must first educate the man who has the whisky to sell, teaching him the facts about his markets, which are necessary for him to know in order to get his product to a profitable market; then we must educate the people to whom he expects to sell, in order that after he has put the whisky in the market, he will have purchasers to take it out.

This seems very simple, but it is very little understood. An American breakfast food concern spent $200,000 in advertising its breakfast food in France, a country where the people do not eat a breakfast as we know it.

We endeavor to market goods in South America with English advertising—sell flat-last shoes to Spaniards—and one manufacturer tried to sell hard-coal stoves in Oregon.

Such men are practical—they have no imagination—they are not educated—they cannot conceive of a whole nation which does not eat an American breakfast, or a place where a hard-coal stove would be as useless as a fur overcoat in Colon.

At every stage of business development education is required on both the seller's and the buyer's side of the case. Only within the past five years have bankers seemed to realize that the education of the public was required in order to bring into circulation the dead, inactive money hidden and hoarded in the parlor stove, the old stocking and in the tea caddy in the cupboard. It has been said that one-fifth of our total circulation was "dead" because of lack of confidence in our monetary institutions. Some banker with a vision saw this condition and evolved a theory that he could educate the people into a greater confidence in banks by letting them know more about banks and bankers. He had confidence in the people, and he let them see it. He advertised that confidence and created a new business.


The British & Colonial Aeroplane Company, Limited.

Directors
SIR GEORGE WHITE BART
SAMUEL WHITE J P
G. STANLEY WHITE
Bankers—THE BANK OF ENGLAND

Builders of the British "Zodiac" Aeroplanes

"Zodiac" Biplanes 50/60 h.p. Price £1,000. | "Zodiac" Monoplanes 25/30 h.p. · Price £500.

Terms—One-third with order balance before delivery

Write for Catalogue and full particulars.

Offices and Works · · BRISTOL, ENG
Flying Ground · SALISBURY PLAIN (W D)

The First Flyer.

It is an exploded dogma that either the banker, politician or public service corporation can depend on the confidence born of ignorance, because it suggests that the very people whom you wish to believe in you, you do not believe in. You give your confidence to those whom you trust. The only sure thing is public confidence based on the public's knowledge, or we build on the shifting sands of moods, and the fickle opinions of the ignorant.

Business needs confidence based on conviction.

The politician, too, is learning that. He early found the price of victory and sought to buy it, but he had to learn the value of confidence that could not be bought.

He has worked on the cynic's principle, of "having the price of everything, while knowing the value of nothing."

The public service corporation with a cynical indifference to the public mind, dealt with the minority of a political machine and depended on manufactured sentiment that was false to facts. The public getting tired at last, cleaned house. Now the public wants to know who is responsible for bad service and bribery and double dealing. It will select the man to blame when modesty prevents an official from claiming the honor. The public service corporation is realizing it is more important to have a lobby that elects representatives, than to have one that buys them. The public service corporations to-day have discarded the "public-be-damned" attitude, and through printers' ink are endeavoring to meet and guide public sentiment. It is not always as good as it reads, but it is in line with my theme—the creation of new business conditions through advertising.

In 1908, I urged upon the Republican National Committee that a plain statement of what the leader of the ticket stood for, given over his name, signed in facsimile signature to give it personal force, published in thirty-two of the leading magazines, seventeen of the leading agricultural papers, and seven thousand country weeklies, would do more good than a hundred spell-binders. That was a theory in 1898 which hardheaded, practical politicians could not see, and I am afraid some rather hurt themselves laughing over my absurd proposition.

You know what was done in 1908.

Now the idea is an eminently respectable one because it has been embalmed in the winding sheet of practicability.

I am sometimes asked if I do not think advertising is being overdone. I see no signs of advertising being overdone, but I think a lot of it is underdone.

There is not a man before me whose advertising could not be done better than it is at no greater expense than now. Therefore, it cannot be overdone.

On the contrary, we need more of it; we need it in lines it has never touched; we need it to help as a nation as well as individuals. There will come a time when every city, every State and the nation itself will pay men to do this creative work, which will make for a better city, a better State, and a better nation, just as advertising in a business make for better business. This will come when, at last, the self-evident truth sinks into the reluctant minds of busy men that the conduct of a city, State and nation is a business and not a privilege. We see evidence of this at hand. This club, fostered by you business men, having a pride in your city, is simply an expression of your belief that there is something in the competition of business which politicians and professional dogmatizers are not made to solve. The practical politician wants to keep things quiet; doesn't want agitation; he wants to preserve the statu quo—all practical politicians are conservatives, because they believe in machines and playing certainties.

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CANADIAN BILL POSTERS' ASSOCIATION MEET.

Give $25,000 *Free Space to Fight Tuberculosis.*

At Chatham, Ontario, on May 24th and May 25th, the Canadian Bill Posters and Distributors' Association held their Ninth Annual Convention. Members were present from Halifax to Vancouver.

This Association is doing excellent work in the improvement of bill board advertising and making strong efforts to protect the advertiser in every way.

The various matters of business reported on showed very satisfactory results.

Mr. Robertson, of the National Sanitarium Association, was present and addressed the meeting on the National Sanitarium Association and the work it was doing in its fight against tuberculosis.

A motion was put to co-operate with the work of the National Sanitarium Association to the extent of $25,000 worth of advertising space on the boards throughout Canada. The motion was carried by a standing vote

Among the guests were Messrs. O. S. Perrault, of the Imperial Tobacco Co., Montreal; Geo. Enos Throop, Chicago; Chas. Collier, Chicago; A. R. Kent, Nugget Polish Co.; Chas. Matson, Coca Cola Co.; Harry Walker, Detroit; Chas. Bryan, Cleveland; Burnett Robbins, Chicago.

The Officers of the Association were elected as follows:—President, Thomas J. Naylor; Vice-President, H. A. Williams; Secretary-Treasurer, W. W. Scane; Directors, A. B. Ware, Walter Stocker, Charles Lindsay, E. L. Ruddy.

◆

FROM LONDON.

A London hosier thus advertises his ties:

"There are friendship's ties and
business ties,
And family ties by birth,
But you'll find the ties we advertise
The smartest ties on earth."

DISCOVERING THEIR OWN PROVINCE.

Members of the Canadian Press Association, to the number of 135, journeyed to New Ontario recently. Not many years ago the term New Ontario suggested to the public mind nothing definite, or valuable, or habitable, north of North Bay, or of Fort William and Port Arthur. Later it embraced the fringe of settlement at the head of Lake Temiskaming. The Temiskaming Railway was projected to assist in developing that promising and fertile region, and to give it transportation facilities all the year round.

Canadian Press Association as Snapped at Cochrane.

The pressmen stopped at Cobalt on the journey northward, and were escorted through the mines at awesome distances underground. Having seen the mineral wealth of New Ontario under these favored circumstances, they were next introduced to the riches of the soil and the forest. From New Liskeard to Cochrane, where the road joins the Transcontinental Railway, they found arable land that compared with the best in Old Ontario. They found hopeful settlers, a flourishing agriculture, and an amazing development. At Cochrane, a growing town, they were greeted by 150 school children, where a year ago there was not a settler or a house. From this point they were carried on the Transcontinental as straight as an arrow 40 miles westward to the shores of the great Mettagami River, which flows into the Hudson Bay. Both the Temiskaming and the Transcontinental Railway lines are literally hewn through timber. The pine and spruce grew to the edge of the line of steel as thick as a jungle, and gave the impression of illimitability. And the centre of all this apparently boundless wealth of forest and soil is a point 500 miles north of the city of Toronto!

The pressmen returned convinced that the people of Ontario were just beginning to discover their own Province, and that the land of promise did not lie outside its boundaries.

◆

HOW AMERICAN CITIES ARE ADVERTISED.

Lucius G. Wilson—in "Judicious Advertising."

There's lessons in this article for the Controllers of every Ambitious City in Canada. The advertising of our Cities, with the solitary exception of Vancouver, weak and ineffective.

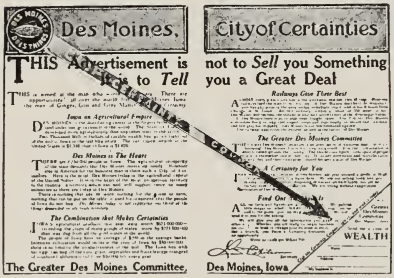
The advertising campaign planned by the Greater Des Moines Committee for the city of Des Moines has already attracted considerable attention. Every mail brings a grist of inquiries from commercial clubs, booster committees, and individuals in other cities, that want to learn the steps taken by Des Moines before the advertising campaign was completely formulated.

One of the advertisements written for the Chalmers-Detroit automobile, said in display type, "It has taken two years to write this advertisement." It has required three years for the Greater Des Moines Committee to get itself in shape to initiate a municipal advertising campaign along lines which appeared reasonably safe and sane to the members of the committee.

During the coming three years thirty thousand dollars will be spent by the Greater Des Moines Committee, in educating the people of the United States to a fair appreciation of the magnificent industrial and commercial fields which lie unoccupied in the centre of Iowa. The thirty thousand dollars appropriated for advertising is a part of a fund of $120,000, raised last fall to pay the expenses of the Greater Des Moines Committee for the years 1910, 1911 and 1912. Collectible pledges for the entire amount repose safely in the vaults of the Des Moines National Bank to-day. This insures at least one prime requisite of the advertising campaign—continuity.

This is not the first time a city has undertaken to advertise her advantages. But it is the first instance of a city organizing for a three years' campaign along definite lines. This very laudable distinction grows out of the character of the organization behind the movement.

The Greater Des Moines Committee was organized in 1906. It is the result of an evolutionary process. A group of the younger business men discovered that Des Moines, in 1906, was apparently dead. Their future would be circumscribed by the limitations of the city's growth. They determined something must be done. Starting with a meeting held one evening in the old Commercial Club Hall, a committee named the Advertising and Promotion Committee, and numbering fifteen men, was organized. The first meeting of this committee occurred in September, 1906. For three months the members lunched together, five days each week, and discussed plans of action.



Des Moines, City of Certainties

THIS Advertisement is not to Sell you Something It is to Tell you a Great Deal

Iowa an Agricultural Empire

Des Moines is The Heart

The Combination that Makes Certainties

Railways Give Their Best

The Greater Des Moines Committee

A Certainty for You

The Greater Des Moines Committee, Des Moines, Iowa

DES MOINES DOES THINGS
CERTAINTIES
COUPON
WEALTH

How Des Moines is Using Printers' Ink.

It is not a simple thing to agree upon a policy for the reawakening of 90,000 people. Other efforts along the same line had failed repeatedly before. Mr. Lafayette Young, Jr., business manager of the *Daily Capital,* was at the head and front of the fight. He was repeatedly told that any plan for the rejuvenation of Des Moines was impossible. But fortunately, Mr. Young was one of few men who never learned the meaning of the word "discouragement." Upon the Advertising and Promotion Committee were some of the best and most aggressive of the younger Des Moines business men. Mr. F. H. Luthe, president of the Luthe Hardware Company, was elected chairman. His pluck and courage both seemed to be unlimited. The daily meetings continued until late in December. The result of all this discussion was the adoption of a platform of ten planks, which set forth the purposes at which the organization aimed. These ten planks were afterwards jokingly called the Ten Commandments, and were largely the work of one man—Mr. Lafayette Young, Jr. The platform has since become a matter of historical interest, because it illustrates the point of view upon which the little band of men approached the big problems before them. The ten planks follow:

1. The establishment of a freight bureau.

2. The encouragement of steam and interurban railways.

3. The promotion and encouragement of existing and prospective factories through money and personal effort.

4. The encouragement and promotion of public institutions.

5. Influencing by all proper means the general public to appreciate their city and patronize home industries.

6. Compiling and publishing industrial and commercial statistics of the city.

7. Compiling and publishing matter showing the city's attractions, as parks, public buildings, colleges, the Army Post, etc.

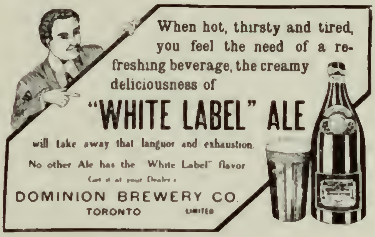
8. Compiling and publishing news bureau to advertise the city abroad.

9. Procuring so far as practicable without expense the publication by the local press of facts and figures showing the growth, industries, interests and attractions of the city.

10. Seeing that strangers and visitors to the city are properly entertained.

While this platform of the committee was being worked out, its personnel was changing. From the original fifteen its number had grown to twenty-four or twenty-five. Two or three other members were added a little later, and the organization then considered that it could be more useful to the public, if independent, than if acting under the direction of the Directory Board of the Commercial Club. It adopted a new name—The Greater Des Moines Committee—and filed its articles of incorporation with the Secretary of State, January 12, 1907.

Legally the Greater Des Moines Committee is a corporation with thirty directors, and each member holding a share of stock is also a member of the Board of Directors.



When hot, thirsty and tired, you feel the need of a refreshing beverage, the creamy deliciousness of

"WHITE LABEL" ALE

will take away that languor and exhaustion.

No other Ale has the "White Label" flavor

Get it at your Dealer's

DOMINION BREWERY CO.
TORONTO LIMITED

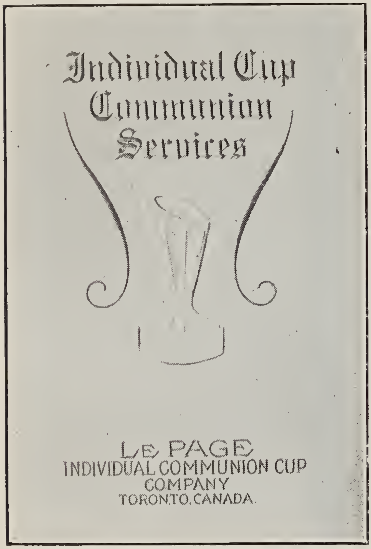
An Ad that Appeals these Hot Days.

The terms of one-third of the directorate expire each year, and the remaining two-thirds merely re-elect the one-third whose terms of office have just closed. This guarantees a permanency of purpose and a continuity of policy that is impossible with an organization built like the average Chamber of Commerce or Commercial Club.

The first problem solved by the organization was its financial needs. A fund of about $70,000 was raised by public subscription—the members of the committee doing the soliciting themselves—

and the pledges were so drawn that the payments were scattered over three years. This insured the Greater Des Moines Committee about $22,000 a year, with which to meet expenses.

Without going into any detail regarding the accomplishments of the committee during its first three years, it is interesting to know that the general public in Des Moines, by voluntary contributions, supplies the Greater Des Moines Committee with $120,000 for the coming three years. One-half of this amount is given by the members, themselves, of the Greater Des Moines Committee.


Individual Cup
Communion
Services

LE PAGE
INDIVIDUAL COMMUNION CUP
COMPANY
TORONTO. CANADA.

An Attractive Cover of a Strong Booklet.

One of the first purposes the organization had in view at the very outset was the advertisement of opportunities in Des Moines. Because a large proportion of the membership of the committee was unacquainted with advertising, one plan after another, for national publicity, was dropped. Out of the twenty-nine who were actively serving upon the committee, not more than four or five had any experience with advertising, and all the other members looked upon a publicity campaign as a chimera. They were adverse to spending money upon printer's ink. The turn which has since been taken indicates to-day, that the committee was probably fortunate in not making an effort to advertise Des Moines until this year.

The skeptical attitude of the committee toward advertising led it to concentrate most of its efforts toward creating a new spirit among the people of the city. This sort of intensive work is the most vital thing in city promotion. The average American citizen knows very little of definite value about his own city. Aside from the Pacific coast boosters, who can produce an eloquent dissertation about the remarkable opportunities alleged to exist between the mountains and the Pacific ocean, there are few regions in America which enjoy the full confidence and appreciation of their own people.

Des Moines men were peculiarly lacking in an appreciation of the magnificent opportunities that the bounty of nature had created for them in Des Moines and Iowa. It had become conventional to complain about everything in sight. The weather was bad, or the corn not as big as it ought to be, or the railroads were discriminating against the state, or the wind was in the wrong quarter, or somebody wished they might move away to "any old place." Iowa actually lost in population between 1900 and 1905. Most of the men who emigrated from Iowa located in regions which could offer nothing compared to the advantages they had abandoned at their old home. Many of them went to California. Yet, in spite of the wide-spread notion that California means sudden and unlimited wealth, the products of Iowa actually make the wealth production of California shrivel to miscroscopic dimensions. If the Iowa hen, in almost any year, would take her eggs to market and convert them into cash, she could buy all the dried fruits and raisins grown in Southern California, with her first million and a half dollars, pick up the whole crop of grapes and wines with her next million and a quarter, purchase the lemon crop with the following five million, take a seven hundred and fifty thousand bath in the olive oil product for the year, and then could finish her mild excitement by purchasing with the remainder of her "egg money" all the grain grown by Southern Californians during the same year. Even after this seemingly strenuous shopping, the little Iowa hen would still have enough pin money left, to buy, at top prices, the onions, tomatoes and cabbages that Southern California was able to raise that season. The orange crop of California is regarded, by the ordinary American, as a sort of a magical, limitless, vague wealth-creating phenomenon. Yet the corn crop of any six Iowa counties, even in a bad year, would buy the orange crop of California. The other ninety-three Iowa counties would be left to continue the even tenor of their ways.

ROBIN HOOD
FLOUR
The Highest Priced Flour Made in Canada
IT IS DIFFERENT
Saskatchewan Flour Mills Co. Moose Jaw Sask.

A Striking Poster—Designed by Hough Lith. Co., Ltd.

These facts, and hundreds of others like them, had remained undiscovered and unknown, until the Greater Des Moines Committee began to dig up the truth about Des Moines and the territory that she serves commercially. Beginning with a few modest little folders, and leaflets, the committee undertook to tell the home people why they should be proud of Des Moines and her confidence in the future of the city. Next the booklet "Des Moines' Opportunities" was issued. This told of the advantages of the city and the resources of the state. It is only proper to say that the committee from the very outset was guided by the broad policy that Des Moines could not hope to grow unless the entire state of Iowa also grew.

The location of Des Moines, in the very center of Iowa, with railroads radiating to every county seat, town, village and hamlet, makes her the commercial and industrial center of two and a quarter millions of people. Seven hundred and fifty thousand people live within a radius of seventy-five miles. Two hundred thousand are served by interurbans reaching Des Moines.

With January, 1909, the Greater Des Moines Committee began the publication of a little periodical called "Wealth." This was a thirty-two page booklet, issued in editions of 10,000 copies and circulated almost entirely within the boundaries of Iowa. Each number told in an interesting way one or two booster facts about Iowa, and made them so plain and forcible that the reader could repeat them to his neighbor. The result of disseminating this sort of information has been just what might be expected. Men all over the state are talking of Iowa and her wonderful opportunities. Other towns and cities are organizing booster clubs. The latest effort is that of Davenport, which has just taken the first step toward an organization similar to the Greater Des Moines Committee.

All this intensive work may appear strange when compared to the policy of most city promotion organizations. The results, however, have justified the wisdom of the policy. The spirit of Des Moines people has been completely changed. Building operations for 1909 were 230 per cent. greater than for any preceding year. 1910 will surpass records for 1909. These facts are important because they show that Des Moines men are spending their money in building up the city, as they have never been willing to do in the past. If the home folks will stake their money and time upon the growth of Des Moines, the first great purpose in city promotion is accomplished.

With the wonderful change in the attitude of Des Moines people toward their home city has come the natural increase in civic pride. When 90,000 people learn they are located in the heart of the greatest wealth-producing region in the world; that they can reach the most prosperous agricultural commonwealth on the face of the globe; that the world's best market for the things which men eat, or wear, or use, is literally at their own doorway, something unusual is likely to happen. In Des Moines it has been the desire to tell America the same remarkable story.

ITEMS OF PERSONAL INTEREST.

Mr. J. H. Woods, Managing Editor Calgary Herald, came East to attend the meeting held at Ottawa re telegraph rates. Mrs. Woods accompanied him and will remain in Toronto with her parents for the summer.

⁂

Mr. Macklin, of the Winnipeg Free Press, made a short visit to the East, accompanied by Mrs. Macklin.

⁂

Mr. E. Norman Smith, Managing Editor Ottawa Free Press, has just returned from a short trip to England.

⁂

Mr. Edgar J. Guy, of Toronto, has been appointed Ontario representative for the Winnipeg Free Press.

⁂

Mr. J. P. Patterson, Advertising Manager of Canadian Courier, has returned from a three months' business trip to England. He reports a decidedly increasing interest in Canadian conditions among British manufacturers in general.

⁂

Messrs. Connor, Ruddy Co., Limited, of Toronto, bill posters and sign painters, have bought the bill posting plants in the town of St. John, Fredericton, Moncton, St. Stephen and Sussex, New Brunswick; also Amherst, Nova Scotia. All these plants have been overhauled and put in first-class condition by the new proprietors.

WHO PAYS FOR ADVERTISING?

A pithy article by W. D. Showalter, Showalter's Advertising Promotion Service, New York. Mr. Showalter shows that the Ultimate Consumer does not pay more for Advertised Goods.

A rather droll phase of the development of newspaper advertising in America has been the perpetual discussion as to "Who pays for the advertising?"

For to advertise a store *adequately* in newspapers of large circulation *does cost rather large sums of money*. The non-advertising shop-keeper seeks to convince his friends that he can sell more cheaply *because he does not have to pay for advertising*—and, to the thoughtless, his argument seems sound.

Of course if it were sound there would be no such thing as newspaper advertising on any large scale—perhaps the whole system would fall, and there would be no more advertising at all.

Primarily, your shop-keeper advertises that he may sell *more goods*—not that he may receive higher prices for them.

Take, in illustration, two tailors, of Nassau Street, New York. Their rent-expenses are alike. Tailor Jones spends one hundred dollars a week for newspaper advertising. Tailor Smith spends nothing. His fixed expenses are, therefore, one hundred dollars a week *less than those of* his competitor, Tailor Jones. Does that money go to his customers? Let us see.

His total "fixed expenses"—the cost of rent, light, heat, telephone, services, etc., amount to $300 per week. He must make a *profit* of that amount each week, or lose money. If he makes and sells thirty suits in a week, he must make a profit on each suit, above the cost of materials, etc., of $10, in order to make expenses. We will assume that his output is a little more than that number of suits weekly, but that he does aim to make an average profit of $10.00 per suit.

Tailor Jones, who advertises, must add $100.00 per week to his fixed expenses—making $400.00 he must earn as profits, above manufacturing costs, each week, in order to make expenses.

His advertising expenditure, however, enables him to figure on making a hundred suits each week. Thus, if he figures an average profit of $5.00 per suit, above manufacturing costs, he will have paid expenses—including his advertising appropriation, and will have a personal, net profit of $100.00 each week.

The whole problem rests upon the *volume of business done—the number of sales made with practically the same fixed expenses.* The advertiser, with a larger volume of business, can accept a smaller per-sale profit.

Townspeople and Farmers

Read the

Local Town Paper

more carefully than any other. To sell goods to these people you must use the Local Town Paper. You can tell your story in over **two hundred** Town Papers with **one set of copy or plates** in our Combination of Canadian Weeklies, having a total circulation of over 200,000. Include them in your next appropriation.

Write for particulars or phone Main 15.

The Wilson Publishing Company of Toronto Limited

Some Bargains in Second-hand and Re-constructed Printing Presses.

TWO-REVOLUTION PRESSES:

Hoe: bed 35 in. by 51 in., sheet 32 in. by 48 in.
Hoe: bed 38 in. by 55 in., sheet 35 in. by 52 in.
Cottrell: bed 35 in. by 52 in., sheet 32 in. by 49 in.
Campbell: bed 33½ in. by 50 in., sheet 32 in. by 50 in.

STOP-CYLINDER PRESSES:

For the Finest Quality of Letter-press, Cut and Plate Printing, in one or more Colors.
Hoe: bed 32 in. by 47 in., sheet 29 in. by 44 in.
Hoe: bed 36 in. by 52 in., sheet 33 in. by 49 in.

INTERMEDIATE STOP-CYLINDER PRESSES:

Suited for all kinds of Job and Newspaper Work, and will do excellent book printing.
Hoe: bed 35 in. by 51 in., sheet 32 in. by 48 in.

FLAT-BED PERFECTING PRESSES:

Hoe: sheet 40 in. by 57 in.
Huber: for form 33½ in. by 51 in.

DOUBLE-CYLINDER NEWSPAPER PRESS:

Hoe: bed 35 in. by 54 in., sheet 34 in. by 51 in., speed 3,000 impressions per hour.

SINGLE-CYLINDER NEWSPAPER PRESS:

Hoe: bed 32 in. by 47 in., matter 27 in. by 42 in., with folder, speed 2,000 impressions per hour.

LITHOGRAPHIC PRESSES:

Hoe, taking stone 26 in. by 34 in.
Hoe, taking stone 28 in. by 40 in.
Hoe, taking stone 30 in. by 44 in.
Cottrell, taking stone 36 in. by 52 in.
Cottrell, taking stone 30½ in. by 42½ in.
Campbell, taking stone 37 in. by 49 in.

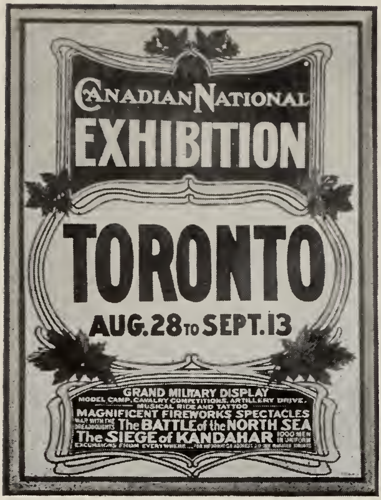
Also 4, 6 and 8-page Duplex Press, Railway Coupon Ticket Press, and a large assortment of Stereotyping, Electrotyping and Photo-Engraving Machinery.

AT PRICES TO SUIT ALL.

IF YOU NEED A MACHINE, NOW IS THE TIME TO BUY

R. HOE & CO.

160 St. James St., Montreal, Can.
504-520 Grand St., New York, N.Y.
143 Dearborn St., Chicago, Ill.
7 Water St., Boston, Mass
109-112 Borough Road, London, S.E., England.
8 Rue de Chateaudun, Paris, France.


CANADIAN NATIONAL
EXHIBITION
TORONTO
AUG. 28 TO SEPT. 13
GRAND MILITARY DISPLAY
MODEL CAMP, CAVALRY COMPETITIONS, ARTILLERY DRIVE,
MUSICAL RIDE AND TATTOO
MAGNIFICENT FIREWORKS SPECTACLES
WAR WITH THE DREADNOUGHTS
The BATTLE of the NORTH SEA
The SIEGE of KANDAHAR
1000 MEN IN UNIFORM
EXCURSIONS FROM EVERYWHERE

An 8 Sheet 3 Color POSTER

We are executing for the third season the Canadian and United States issues of the

Toronto Exhibition

8 SHEET POSTER

THE HOUGH LITHOGRAPHING CO., Limited

96-104 Spadina Avenue
TORONTO - CANADA

Alexander Macpherson
President

J. P. Adams
Vice-President

September Fashion Number Canadian Home Journal

will contain advance suggestions for the Fall season's wear, and will be of more interest to women than any other publication published in Canada.

Women buy the necessities and luxuries for the family and the home.

Start your Fall campaign in the Fashion Number. Forms close August 17th.

Mailed to readers, August 24th.

Rate Card, Circulation Statement and sample copy sent on request.

CANADIAN HOME JOURNAL
59-61 John St. = · Toronto, Canada

Evidence

That Canadian Collier's is read with interest by the women in over 30,000 homes it reaches weekly is proved by many letters received by us from our advertisers. Here is one of them, the result of the first insertion of 100-line copy advertising ladies' hair goods:—

A. McKIM, Limited,
Advertising Agency,
Toronto, June 10th, 1910.

A. H. Blight,
Canadian Mgr. Collier's Weekly,
Toronto.

Dear Sir:

We have pleasure in handing you herewith contract for 2,000 lines.

You will be pleased to know that the advertisement which this advertiser placed with you a week ago pulled over 200 replies, and it is certainly gratifying to note the splendid results that followed the insertion of the advertisement.

Kindly send us acceptance of contract by return, and oblige,

Yours very truly,
A. McKIM, Limited,
(Toronto Office).

Advertisers of foodstuffs and all articles purchased by the women in the homes throughout Canada should include Collier's in their schedule for the Autumn.

E. C. PATTERSON,
Advertising Manager,
New York, Chicago, Boston,
Toronto.

A. H. BLIGHT,
Canadian Advertising Manager,
47-51 King St. West, Toronto.

Still Advancing ! !

From "ONE PAGE" Toronto Saturday Night's Financial Section has developed into a powerful, authoritative "EIGHT-PAGE" Section, replete with financial matters of the day, and topics which, when handled in a fearless and straightforward manner, make a direct appeal to the best type of Canadians.

This growth furnishes further evidence of the progressiveness which has placed Toronto Saturday Night well in advance of all other high-class weeklies in the Dominion.

TORONTO SATURDAY NIGHT

Nova Scotia

is covered by THE HALIFAX HERALD and THE EVENING MAIL as Ontario is covered by The Globe and The News and Star. Not only the city of Halifax, but every incorporated town, village, and farming, fishing and lumbering district in the Province is covered, while The Herald and Mail circulation in the mining and manufacturing centres exceeds that of any other Halifax paper at the ratio of 3 to 1.

"The Same Flat Rate for the Same Service to Everyone."

Sworn circulation and details of distribution furnished every advertiser. Thus the advertiser knows exactly HOW MUCH publicity he is getting for his money, and exactly where the circulation is—the respective towns and counties.

All contracts accepted upon this understanding. "Don't stay if it don't pay at our flat rate." If interested, communicate with

WILLIAM DENNIS

THE HALIFAX HERALD THE EVENING MAIL
HALIFAX.

Some Hard Facts

having a direct bearing on your advertising appropriation.

The circulation of an advertising medium seldom stands still.

It advances or decreases according to the nature of the impelling forces behind it and the degree of energy controlling them.

The circulation of the Maclean Publications has reached large proportions and continues to increase for two sound reasons:—

1. A forceful editorial policy that maintains the implicit confidence of our readers.
2. An aggressive circulation campaign that continuously employs more than 200 active circulation solicitors in canvassing every corner of the Dominion.

We invite the closest scrutiny of our proposition; and, as the man who signs the cheques, it will pay you to investigate the Maclean Publications. Write for sample copy and rates of any of our publications.

The Maclean Publishing Co., Limited

111-127 University Street, Toronto, Canada

PUBLISHERS OF

The Canadian Grocer, Hardware and Metal, Dry Goods Review,
Canadian Millinery Review, Bookseller and Stationer,
The Canadian Bookman, Printer and Publisher,
Canadian Machinery, The Power House, Plumber and Steamfitter,
Financial Post, Busy Man's Magazine.

Hamilton

Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc., Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

Every wisely planned advertising campaign in Canada includes

THE NEWS

Toronto's Acknowledged Home Paper

It goes daily into thrifty
and intelligent homes
that spend money freely

55% INCREASE

Mr. Advertiser! What **is your candid opinion** of a newspaper that shows an increase of 55 per cent. in business carried for one year?

Something doing to warrant it, surely—there is not the shadow of a doubt about that conclusion. Consider the careful scrutiny and series of tests practised advertising experts subject a newspaper to before favoring it with that immense increase—then form your own conclusions. The

Montreal Witness

has been subjected to the strictest possible tests with this result—the advertising space used shows

An Increase of 55% Over Last Year

Here are some of the reasons:

Increase in size of paper—the Witness is now double its former size and capacity.

The introduction of absolutely new equipment—modern process—new lino machines and new type throughout.

A big circulation increase—showing the reading public's appreciation of our typographical and other improvements.

N.B.—Advertisers who desire the best trade in the city of Montreal and surrounding district **always use the Witness.**

The rates we quote per line are second to none—class and character of circulation considered.

Ask any advertising agent or write for rates.

John Dougall & Sons

MONTREAL, QUE.

REMEMBER THIS . . .

that you cover the CITY OF HAMILTON and surrounding district very thoroughly with your advertisement in the

HAMILTON TIMES

DAILY and SEMI-WEEKLY

The Favourite Home Paper of Ontario

PRINTING

Railroad and Steamboat work a specialty. Posters, Window Cards, etc. Prompt attention, unrivalled facilities for quick work.

Times Printing Co., Limited, Hamilton

The oldest newspaper in Canada is "The Gazette"--Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "The Gazette."

IF YOU WANT

to do business with the most prosperous farmers of this country use the advertising columns of

The Farmer's Advocate

and Home Magazine

(Founded 1866)

Our 45 years' experience as a publication has kept us in touch with the most up-to-date and well-to-do farmers of Canada.

Subscription Price $1.50 Per Annum, Payable in Advance

SEND FOR SAMPLE COPY and ADVERTISING RATE CARD

The William Weld Co., Ltd.

London - - - Canada

If you desire to cover the Southern Peninsular

Essex County

Pop. 60,000)

There is only one medium

THE

Windsor Record

(DAILY AND WEEKLY)

Circulation - 8,000

Established A. D. 1872

The Quebec Daily Telegraph

has a larger circulation than the combined issue of all other English papers in the city and district.

Completely destroyed by fire Feb. 22 1907, and again on Nov. 28, 1907, without losing an issue on either occasion

Entirely Occupied By The Telegraph

New Building Costing $100,000

22,000 feet of floor space — 21 Electric Motors
Complete New Plant

A Strong, Dignified Label

Will Individualize Your Product

To-day, the shelves and windows of the retailer are crowded with a varied assembly of brands.

Individuality is lost in quantity unless

A label that attracts

focusses the attention of the consumer.

A strong label assists to increased business and the co-operation of the dealer.

Our labels create the right impression, sell goods.

Phone or write us—we will submit suggestions and designs.

ROLPH & CLARK, Limited
Simcoe and Pearl Streets,
TORONTO, CANADA.

Let us print your catalogue

A CATALOGUE OR BOOKLET is the one most effective means to encourage business and stimulate buying, and, if intelligently prepared and executed, will create new wants in the mind of the recipient. It is of valuable assistance to the salesman, reaching prospective purchasers at times when he cannot reach them, and imbuing the reader with a desire to buy. Our business is to prepare fine business-bringing printing. We create and produce the work in its entirety, designing, type-setting, printing and binding. We aim to accomplish what you, knowing your own needs, would wish to prepare for yourself had you at your command the requisite technical knowledge. Our services will be of value to you.

A MARK
of Quality, Service
and Fair Price

The Hunter-Rose Company Ltd
12-14 Sheppard Street near Adelaide & Bay Streets Toronto, Canada

How to Get Results in B.C.

The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

That was when the SATURDAY SUNSET was in its first year.

The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The

Saturday Sunset

Vancouver, B.C.

Shrewd Advertisers

Post Bills

THEY YIELD THE GREATEST AND QUICKEST RETURNS

We are official Representatives of the Canadian Bill Posters and Distributors Association and can handle your poster campaign in Western Canada (Port Arthur, Ont., to Victoria, B.C.) to better advantage than any other agency in Canada, from the fact that we own and operate most of the Bill Posting Plants in the larger cities of the West, and are in close touch with all the Western Bill Posters, and can get quicker action than if matters have to be referred to the East, 1,500 to 2,000 miles away.

Designs for Posters furnished on request.

Estimates and full particulars on application.

The greatest undeveloped mercantile territory in the world

Let us handle the Western portion of your appropriation.

The Lindsay-Walker Company, Limited

WINNIPEG, MAN.

Our painted displays—absolutely best in Winnipeg.

WESTERN CANADA

will have the biggest crop in its history this year.

THE

CALGARY DAILY HERALD

is acknowledged its leading newspaper. Circulation is guaranteed at over 9,500 a day.

Consult any recognized advertising agency in Eastern Canada concerning the Western field and the Calgary Herald. They will tell you. Or write direct if you prefer.

The Journal

AVERAGE DAILY CIRCULATION FOR FIRST 3 MONTHS OF 1910

4,405

BESIDES HAVING THE LARGEST CIRCULATION IS THE MOST THOROUGHLY READ DAILY IN EDMONTON

AVERAGE DAILY CIRCULATION FOR MAY

4,707

AND STILL GROWING

THE EDMONTON JOURNAL

Morning Evening Weekly

M. R. JENNINGS, Editor and Man. Director

EDMONTON, ALTA.

New Home of the Victoria Times.

THE TIMES
VICTORIA, B.C.

A high-class evening paper with a circulation achieved by merit and without the employment of extraneous aids.

Circulation guaranteed by the American Advertisers Association.

Established a quarter of a century.

A new rate card goes into effect August 1st. Contracts made up to that time will be on the present schedule.

Eastern Representative,
E. J. GUY,
Canada Life Bldg.,
Toronto Ont.

For Rates, etc., apply
THE TIMES
VICTORIA, B.C.

The Morning Leader
REGINA, SASK.

Is the leading publication between Winnipeg and Calgary, covering the entire Province of SASKATCHEWAN.

CIRCULATION

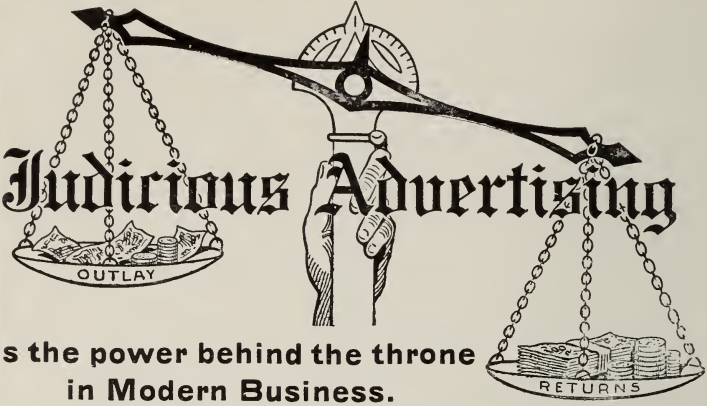
Sworn statement for April, Daily, ... 4,541
Weekly, ... 6,682

Further particulars regarding advertising rates, etc., on application.

THE LEADER PUBLISHING CO., LIMITED
REGINA, SASK.

To cover Saskatchewan you must use THE LEADER.

Judicious Advertising



is the power behind the throne in Modern Business.

By judicious advertising we mean the handling of a client's appropriation so as to secure the very best returns for the outlay, accomplished by the following means:

1. Using the best mediums for advertising our client's particular line of goods.
2. Displaying this advertising in an artistic manner so as to catch the eye of the reading public.
3. Securing the very Best Rates along with a Good Position in each medium used.

We are prepared to take full charge of your advertising--write your ads, do the composition, make the necessary plates and place the advertising in as many papers as required.

ASK FOR QUOTATIONS.

THE CENTRAL PRESS AGENCY, LTD.

70-76 PEARL ST., TORONTO.

F. DIVER - - - - - - - MANAGER.

The French Population of Montreal exceeds 400,000

The Mayor of Montreal states that the population of the Canadian Metropolis is nearer 600,000 than 500,000.

The big city newspapers declare that the population of Greater Montreal is 642,000.

Mr. Advertiser! You know that of the total population of Montreal, *seventy per cent.* is French.

This means 461,900 French Canadians in Greater Montreal, and *no one French paper has one-fifth that circulation.*

The absurdity of trying to cover the field of Montreal without the French papers is *plainly* apparent.

Your problem is to *decide* on *the best* French paper—to *know for sure* the paper that reaches the largest number of possible customers.

Here are the facts—decide for yourself!

Actual count shows that *La Patrie* is welcomed every day by 95 per cent of the best French families in Montreal—*it's known as the home paper of the French people*—and its circulation is not duplicated by any other newspaper.

Practical advertisers *know* that La Patrie is *the essential medium* in successful campaigns—the reason is this—

La Patrie

is read every day by the people with money to spend.

Toronto Office: Canada Life Building

EDGAR J. GUY, Representative.

Another Great Month for

The Globe

and with one exception (last April) the greatest advertising month in its sixty-six years of history.

Look at the Figures for June

	Display. Columns.	Condensed. Columns.	Total. Columns.
1910 ..	1,313	441	1,754
1909 ..	1,020	371	1,427
Increase .	293	70	327

These figures go to prove two things — more business men are becoming newspaper advertisers, and more advertisers are choosing Canada's National Newspaper as a favorite medium. : :

Toronto, July 1, 1910.

AUGUST, 1910

Economic Advertising

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WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

A Remarkable Record Made Recently in Canada

The Canadian
HOME JOURNAL

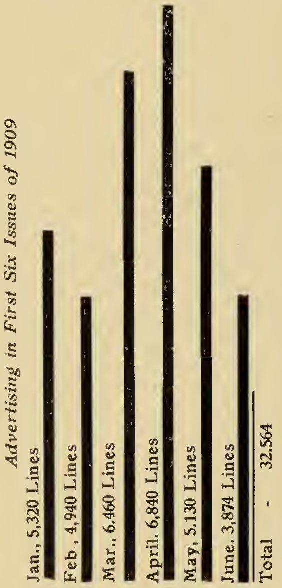
(Published Every Month)

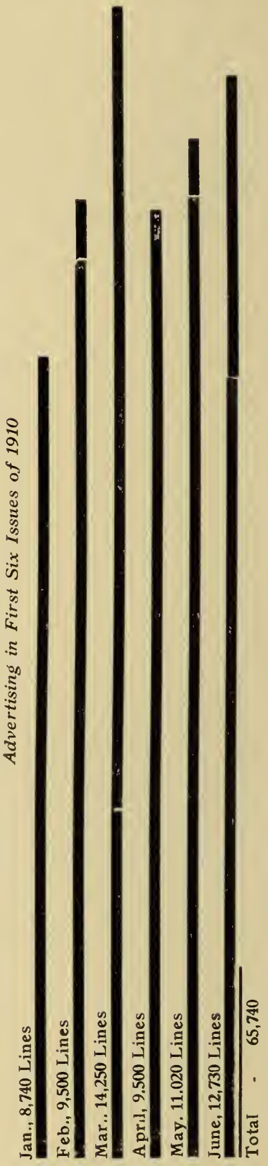
Shows a greater continued growth in advertising than is shown in any other Canadian Magazine.

More than double the advertising was carried in the first six issues of 1910 than was carried in the first six issues of 1909, because it pays. Shrewd advertisers know they cannot find a publication better suited for advertising goods made for the family, or the home than the Canadian Home Journal.

RESERVE YOUR SPACE NOW FOR
THF 4 BIG SPECIAL NUMBERS—

September - Fall Fashion Number
October - Home Furnishing "
November - Fifth Anniversary "
December - Christmas "





A Monthly Magazine published in the Interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, August, 1910. No. 8

Straight Talks

THE TARIFF OR ADVERTISING—WHICH DO YOU RELY ON?

(Continued from last issue.)

THERE are apparently a great many things about the science of Political Economy that are not dreamt of in our philosophy. It appears that our readers are fairly evenly divided on the Tariff question—one school believing in high imposts, the other school believing in Free Trade.

But, gentlemen, the Tariff—as a political issue—does not interest us one iota. The matter is purely and simply a business proposition. The variable tax on imports may or may not protect "Infant Industries." And it may or may not be just to protect the domestic manufacturer—*if that protection means taxing the consumer.* Some good men and true believe one thing—others, just as good and true, believe another. There's just one clear sunlit path out of the fog of political controversy. A Tariff *is* either good business or it is *not* good business. Let the facts be clearly stated to the men and women of this country, and they are bound to decide, almost unanimously, that upholding the Tariff is poor business policy, *as far as they are concerned.*

21,594

NET PAID CIRCULATION

This is the Vancouver, B.C. Daily World net paid Daily average circulation during the month of June.

Now, Mr. Advertiser, don't you think that these figures are of value and interest to you.

The Daily World is the largest daily in B. C.

Has the largest net-paid circulation.

Carries more advertising than any other paper in the world.

It is the Home Paper for the Home and read by the Home People.

Advertisers know the World to be a business getter.

Ask the man who uses it, and he will tell you the rest.

Rate card on application.

The Vancouver B.C. Daily World

We showed by facts and figures, in our last issue, that the Tariff did not protect, and argued that the only safe and sane business protection was the adoption of *a liberal advertising policy*. Here's an instance of the truth of the statement and the solidarity of the argument:

A friend of mine has kept from four to six carriage horses for several years. Gradually it has dawned on him that he would be money in pocket to sell his horses and buy a touring car and a roundabout. Not knowing anything about automobiles, he started to study automobile advertising. I spent a few days with that friend last month. He has decided to buy American machines. His mind is made up. I have reasons for thinking that there are Canadian-built cars which would suit his purpose better—better fitted for the conditions which will govern their use. We argued the matter out. I pointed out that the Tariff actually meant a tax of several hundred dollars on his contemplated purchase. He quietly produced over a score of ads and asked me to read them over. The copy was of the strong, convincing, reason-why sort—the kind of advertising that will ever appeal to the man who looks on the purchase of a car *as an investment*.

Now, here's the point. Had Canadian-built cars been properly advertised, my friend would not have contemplated a Tariff tax of several hundred dollars with any degree of complacency. But—since he has decided to purchase American machines he has very little respect for the domestic auto industry. He reasonably believes that that industry is holding him up. And he just as reasonably declares that the domestic manufacturer, who cannot compete with the foreign manufacturer *in the home market*, is not worth any kind of protection—least of all a protection that the consumer pays cash down for the purpose of maintaining.

Two conclusions are unavoidable. First, the domestic manufacturer, who pins his faith to the Tariff as a means of business protection, is simply harboring an *odd* delusion.

Second, the only safe and reasonable prosperity insurance there is for the manufacturer is a *definite* and *aggressive* adver-

The New Star Covers St. John Like a Blanket

In the city of St. John there are 45,000 people. There are 8,000 homes. Among these 8,000 homes, 6,440 copies of THE NEW STAR are distributed daily. Ten per cent. of the homes, or 800 in all, receive no paper regularly. Therefore THE NEW STAR is read by 90 per cent. of the families in St. John, who read newspapers. No other paper has such a record. THE NEW STAR postage bill is 3c. per day, only some 50 copies being sent out of town.

In the employ of the old Sun Printing Co. were a group of men who created *The Star*, and took a personal interest in its welfare. On March 14th last, through a political turn, *The Star* and *The Sun* were sold, and became amalgamated with their former competitors. The men who created *The Star* were unwilling to be sold out. On Saturday, March 14th, they made an agreement for the use, during the day time, of *The Standard* printing plant, and on Monday, March 16th, they issued therefrom the first copy of THE NEW STAR. Their paper started with a circulation greater than the old *Star* had ever previously enjoyed. It has held that circulation, and is adding to its subscription list every day. During the week ending July 31st, 33 names were added to the list of regular subscribers.

Without THE NEW STAR, advertisers cannot cover St. John. Local merchants realize this, and THE NEW STAR carries twice as much St. John City advertising as any other evening paper. Rates furnished on application.

tising policy. The domestic advertiser who fails to advertise, while advocating a higher tariff, is indirectly and unconsciously destroying the faith the consumer *may* have in taxing imports. The advertising of the foreigner is gradually creating a wide and unbounded faith in foreign products. The consumer may want to buy an automobile, a piano, a pair of shoes. Advertising has *convinced* him of *the superiority* of foreign makes. When he actually buys the goods he has been taught to believe the best, the knowledge that he must pay more than par value for the purpose of protecting home industries will not make him feel very magnanimous towards those domestic industries he is not personally interested in.

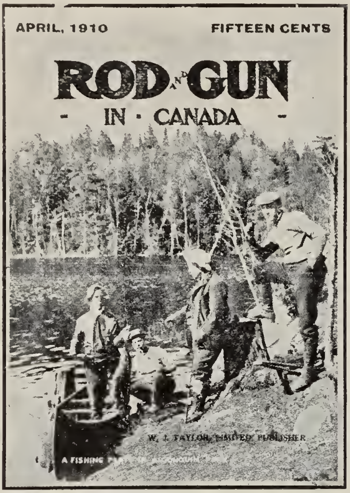
Tribal notions of patriotism have waned. The bald truth is that we are all selfish, to a degree, inasmuch as the laws governing twentieth century society compel us to consider self and associates before all else. A high Tariff wall would be a splendid protection if we were a nation of altruists. Unfortunately for the domestic manufacturer, who believes in the Tariff as a business conserver, *we are not*.

* * *

THE OTHER SIDE.

A glance at the other side of the argument plainly shows that the believer in Protection has plenty of plausible reasons for the faith that is in him. Had our granfathers had their way, Canada would have been controlled commercially by the United States to-day. But, even while Laurier was wrapped in swaddling clothes, a few far-seeing men perceived that the twentieth century *was* to be ours. It took more than ordinary courage to denounce the Free Trade propaganda of the fathers—to fling an iron highway from ocean to ocean—to turn our rivulets of trade east and west instead of north and south. If Canada glories in the quickly developing strength of a commercial giant among the nations, a few dead men deserve the credit; but not the fulsome praise the sentimental are apt to bestow. The Dominion's place among the nations to-day may be largely attributed to the short-sightedness of the

They Cover Canada



FROM OCEAN TO OCEAN

W. J. TAYLOR, LTD., Publisher

Publication Office. Woodstock, Ont. Business Office, 5 King St. W., Toronto

grandfathers of present American politicians. Canada was to them "Our Lady of the Snows." Fur traders and trappers were the only inhabitants of our desolate land, her resources were unknown, her markets worthless. Our only Trunk railroad was built through the Dominion for a few hundred miles, then swerved sharply for a thousand miles south. In order to have an excuse for existence it had to tap the then comparatively well developed Central States. There was no trade in Canada worth while for the American manufacturer.

This wide-spread belief, south of the boundary, contributed vastly to the growth of our national spirit and our commercial freedom. The Tariff was born and nurtured not because the mass of our citizens wanted it; but because the American in his blindness insisted on it. It was his mode of forcing Canada into the Union—a subtle method of creating an annexation sentiment in our own land. Wondrous natural resources, geographical position, a queerly misrepresented climate, a few rational dreamers and two or three men of action—all combined with the mistakes of Americans to give us a nation second to none on earth.

Protectionist preachers of our day deserve no credit. The Tariff has served us well; but, in my humble opinion, it is no longer required. And—*the domestic manufacturer, who does not advertise, is doing more to destroy Protection Sentiment than all the Free Trade Scribes this country is likely to produce—*

By showing the mass of our citizens that they are taxed for the purpose of protecting his industry.

* * *

THE ABSORPTION OF FOREIGN CAPITAL.

The Protectionist proudly points to the factories that are whirring full time—factories being built or about to be built in our land by foreign capital. And he gravely tells us that these enterprises are located in Canada because of the duty on our imports—*because our Government thinks it good* business to tax our citizens who *must* use the foreigner's product.

Collier's Household Fiction Number

CANADIAN COLLIER'S

August 27th Number will contain two Short Stories, illustrated in colors; Articles and Pictures of *special* interest to the Home, and many additional features.

If you have never told your merchandising story in COLLIER'S before, it will pay you well to tell it in the Household Fiction Number.

CANADIAN COLLIER'S policy of bringing good merchandise to a good clientele is so firmly established that the publishers will make good any loss suffered by its subscribers through fraudulent advertising. This strong endorsement of each individual advertisement assures CANADIAN COLLIER'S readers of fair dealing and gives each advertiser that essential to his success—confidence between reader and advertiser.

Advertising forms for the Household Fiction Number close August 15th.

Guaranteed circulation over 30,000 weekly.

E. C. PATTERSON,
Advertising Manager,
NEW YORK, CHICAGO, BOSTON,
TORONTO.

A. H. BLIGHT,
Canadian Advertising Manager,
47-51 King St. West, Toronto.

For instance—the domestic manufacturers of agricultural implements cannot supply the domestic demand. If that isn't true then we must conclude that the American manufacturer turns out superior agricultural implements. And if both conclusions are wrong, why does the farmer buy millions of dollars' worth of foreign products per year? In some cases he must—in other cases he undoubtedly prefers them. *He extends a preference to the American manufacturer in particular because that gentleman tells the farmer the facts he is entitled to know about his products—through advertising.* And until the American builds his factory here—turns out his implements on Canadian soil, we tax our farmers for the purpose of protecting domestic manufacturers who cannot supply the demand. Do you doubt it? Well, ask the grain growers of Western Canada. They have some *decided* opinions on the subject.

* * *

OTHER REASONS.

It is probable that our Protectionists are somewhat right in declaring that the foreigner builds his factory in Canada and thereby adds to the sum total of our industries because of our hostile Tariff. But there are other and far more substantial reasons. Economic distribution in Canada demands production on our soil—even suppose the Tariff did not exist. Suppose a United States manufacturer, situated in the centre of Illinois or Indiana, could capture the agricultural implement market of Ontario, what would you conclude regarding our domestic manufacturers—the men on the ground? You would be forced to conclude that there was considerable waste in production, or distribution or both, as far as domestic manufacturing was concerned. Shouldn't our manufacturers be able to compete with foreigners—men who must ship their goods a thousand miles before reaching our potential market—without any sort of protection? Undoubtedly. And if our manufacturers would simply *reduce the cost of distribution by investing more in advertising* the foreigner would have to content himself with very little of our trade—unless he erected a factory right in Ontario.

Comparison—the One Safe Test

—Is Yours!

Read what "BUSY MAN'S MAGAZINE" does for its advertisers when compared with other leading Canadian publications.

COLLIER-CUNNINGHAM-CO., LIMITED,
Manufacturers of Electrical Heating Apparatus.

Peterborough, Ont., June 1, 1910.

Busy Man's Magazine,
Toronto, Ont.

Gentlemen,—For six months we have been conducting an advertising campaign in Busy Man's Magazine, also in the illustrated supplements of several dailies and in other high class mediums.

It may be interesting to you to know that while returns from the papers were more prompt, we have found that your Magazine has been the best investment in the end.

The first two months of the campaign showed the papers far ahead in returns. Then the tide turned and Busy Man's eventually proved a good winner.

Not only more inquiries, but more orders were received through your Magazine, giving for the investment, by far better returns pro rata than the papers.

We herewith manifest our pleasure at such results by requesting you to double our space and insert therein the enclosed copy.

Yours very truly,
THE COLLIER ELECTRIC CO., LTD.
H. B. COLLIER, Manager.

Real Editorial Merit has formed the basis of "Busy Man's" success.

Two hundred Circulation Representatives cover the Dominion systematically from Halifax to Victoria.

When outlining your Fall Campaign, it will pay you to include "Busy Man's" in your appropriation.

Rates gladly sent on request.

BUSY MAN'S MAGAZINE

University Avenue, TORONTO.
Eastern Township's Bank Building, MONTREAL.

There's another reason for the appearance of the American manufacturer's factory here—the activity of the Laurier Government abroad. The wily Yankee wants "Favored Nation Treatment" in Europe—if he can get it—and the easiest way to get it is to build a factory in Canada. Besides —he'll be on the ground—ready to supply the Canadian market when it becomes worth while. And there's plenty of good trade in sight right here and now.

* * *

THE CASE SUMMED UP.

Advertising has built up the biggest business institutions in the United States—built them up to colossal proportions twenty times quicker than personal salesmanship alone could ever have done. So *effective* and *aggressive* has that advertising been that *it has captured* vast foreign markets. No Tariff ever devised can keep out foreign products of *Quality* persistently and judiciously advertised. If you're leaning on the Tariff—depending on it to protect your business—you are leaning on a broken reed. Scores of Canadian manufacturers are big enough and strong enough to compete successfully with United States concerns right in their own territory. The sentiment for Free Trade between the two countries is developing fast. The ultimate consumer in both lands, is beginning to understand the situation. Just as soon as the average citizen knows what he wants, the Tariff *will* collapse. The Canadian who wants to *conserve* his business—*build for the future* will *standardize* his product *by* and *through* advertising. Now is a good time to begin.

You may think that advertising costs a lot of money. Because you cannot invest a considerable sum in advertising you consider it best to leave it alone.

Real advertising is an investment purely and simply. It simplifies distribution and can be *guaranteed* to build up big markets for meritorious products.

Begin to insure a *permanent market* for your product to-day. Delay *is* costly. Foreign competition cannot be

THE CANADIAN CENTURY

(AN ILLUSTRATED WEEKLY)

declared an advertising medium second to none in the Dominion by men who ought to know.

The history of Canadian Journalism contains no parallel to the success of

The Canadian Century

The first issue was no more than distributed before the magazine took its place in the front rank and **now** it is acknowledged as **the undoubted leader** of its class. Big national advertisers—**men who must be shown**—have contracted for space months ahead in **The Century**. Figure out what that means for yourself and join the **money-makers** by advertising in the right medium.

The advertising rates of THE CANADIAN CENTURY must go up soon. Space now is a good buy—one well known advertiser says: **"Century space is an excellent investment."**

The Canadian Century Publishing Co.,
Limited

Montreal, Canada

thwarted by any Tariff. "The survival of the fittest" is a commercial as well as a natural law. Advertising means business longevity—your boy will be compelled to call it *the life of business.* His success may depend on *your* attitude towards advertising *now.*

* * *

SUMMER ADVERTISING.

Since advertising is the very life of most manufacturing concerns, it is hard to find any reason for the cessation of advertising by many manufacturers. The firms that are forging ahead, I notice, have no *slack* season as far as their publicity campaigns are concerned. They *keep everlastingly at it.* The consumer is never allowed to forget them.

* * *

The dry season has impaired the productivity of the West. What moisture is to the vegetable kingdom advertising is to the business world. Moral: Keep on advertising.

* * *

Be an advertiser now. A market for your product can be bought cheaper to-day than during any other period in the future of Canada.

* * *

The national advertiser started in a simple, inexpensive way. He invested a limited amount of money in a limited trade area. The investment paid. He gradually spread out. Now he's a national advertiser.

* * *

A capable advertising man could double the business of any manufacturer in Canada inside a few years. And, yet, some *big* manufacturers think that $25 per week is a princely salary for an advertising and sales manager.

* * *

The surest way of keeping in the rear is to employ cheap help.

Some Bargains in Second-hand and Re-constructed Printing Presses.

TWO-REVOLUTION PRESSES:

- **Hoe**: bed 35 in. by 51 in., sheet 32 in. by 48 in.
- **Hoe**: bed 38 in. by 55 in., sheet 35 in. by 52 in.
- **Cottrell**: bed 35 in. by 52 in., sheet 32 in. by 49 in.
- **Campbell**: bed 33½ in. by 50 in., sheet 32 in. by 50 in.

STOP-CYLINDER PRESSES:

For the Finest Quality of Letter-press, Cut and Plate Printing, in one or more Colors.

- **Hoe**: bed 32 in. by 47 in., sheet 29 in. by 44 in.
- **Hoe**: bed 36 in. by 52 in., sheet 33 in. by 49 in.

INTERMEDIATE STOP-CYLINDER PRESSES:

Suited for all kinds of Job and Newspaper Work, and will do excellent book printing.

- **Hoe**; bed 35 in. by 51 in., sheet 32 in. by 48 in.

FLAT-BED PERFECTING PRESSES:

- **Hoe**; sheet 40 in. by 57 in.
- **Huber**; for form 33½ in. by 51 in.

DOUBLE-CYLINDER NEWSPAPER PRESS:

- **Hoe**: bed 35 in. by 54 in., sheet 34 in. by 51 in., speed 3,000 impressions per hour.

SINGLE-CYLINDER NEWSPAPER PRESS:

- **Hoe**; bed 32 in. by 47 in., matter 27 in. by 42 in., with folder, speed 2,000 impressions per hour.

LITHOGRAPHIC PRESSES:

- **Hoe**, taking stone 26 in. by 34 in.
- **Hoe**, taking stone 28 in. by 40 in.
- **Hoe**, taking stone 30 in. by 44 in.
- **Cottrell**, taking stone 36 in. by 52 in.
- **Cottrell**, taking stone 30½ in. by 42½ in.
- **Campbell**, taking stone 37 in. by 49 in.

Also 4, 6 and 8-page Duplex Press, Railway Coupon Ticket Press, and a large assortment of Stereotyping, Electrotyping and Photo-Engraving Machinery.

AT PRICES TO SUIT ALL.

IF YOU NEED A MACHINE, NOW IS THE TIME TO BUY

R. HOE & CO.

160 St. James St., Montreal, Can.

504-520 Grand St., New York, N.Y.

143 Dearborn St., Chicago, Ill.

7 Water St., Boston, Mass

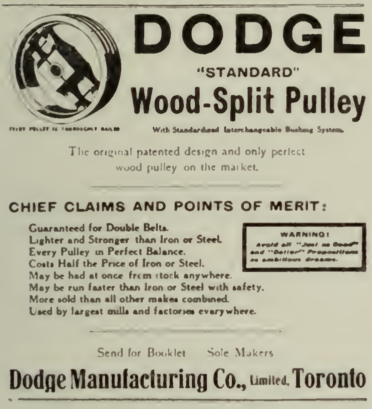
109-112 Borough Road, London, S.E., England.

8 Rue de Chateaudun, Paris, France.

POSITIONMANIA.

A Strong Little Article from Advertisers' Almanack that Every Advertiser Should Read. The Real Claims of an Advertising Medium Should not be Overlooked. Any Magazine or Newspaper Can Offer "Positions" and it does not Require a Live Advertising Man to Sell them.

Certain advertisers seem to be losing sight of the worth-while points in selecting their mediums, and devoting their attention to the scramble for positions. Aiding and abetting this tendency are numerous advertising solicitors who forget the real claims of their publications for advertising and talk position as a primary argument. Against this growing practice the *Advertisers' Almanack* wants to register its vigorous protest, because it believes the positionmania is injurious to buyers and sellers of advertising space and to advertising itself.


DODGE
"STANDARD"
Wood-Split Pulley
With Standardized Interchangeable Bushing System.

The original patented design and only perfect wood pulley on the market.

CHIEF CLAIMS AND POINTS OF MERIT:

Guaranteed for Double Belts.
Lighter and Stronger than Iron or Steel.
Every Pulley in Perfect Balance.
Costs Half the Price of Iron or Steel.
May be had at once from stock anywhere.
May be run faster than Iron or Steel with safety.
More sold than all other makes combined.
Used by largest mills and factories everywhere.

WARNING!
Avoid all "Just as Good" and "Better" Propositions as ambitious dreams.

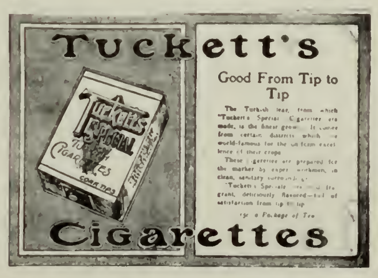
Send for Booklet Sole Makers

Dodge Manufacturing Co., Limited, Toronto

APPARENTLY MACHINERY ADVERTISING COULD BE VASTLY IMPROVED.

Anybody can sell positions, and any magazine can offer them. The poorer the magazine the more it has. Publications that can offer anything in positions to anybody admit weakness. Magazines of proven value usually find their best positions engaged at preferred rates for a long time ahead.

Again, the best magazines classify their advertisements, just as a department store classifies its goods; and the readers and buyers go to a certain department for certain kinds of announcements. Position stipulations mean the loss of classification. For this reason, we believe the covers and other preferred positions are more valuable only to general publicity advertisers whose prominence makes classi-


Tuckett's
Good From Tip to Tip
Cigarettes

A STRONG ARGUMENT HERE THAT IS NOT MADE ENOUGH OF.

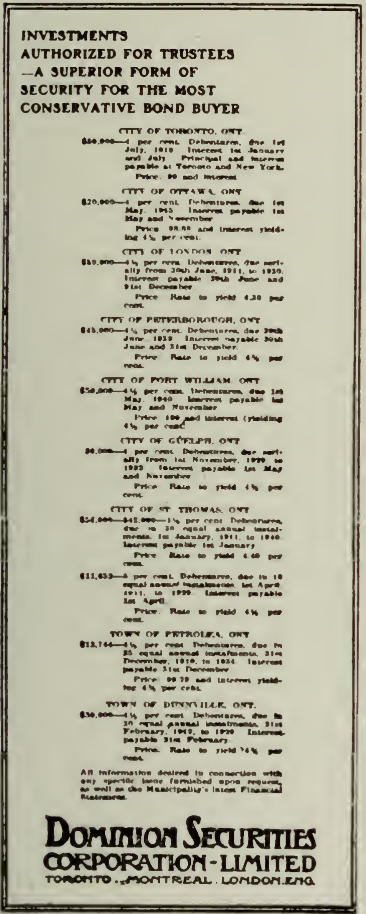
YOU WILL GO ON YOUR VACATION WITH THE ASSURANCE OF NO WORRY IF BEFORE YOU LEAVE, YOU PLACE YOUR DESIGNING & ENGRAVING WITH...

LEGG BROS. ENGRAVING CO.

5 JORDAN ST TORONTO.

fication unnecessary, and they should be, and are, willing to pay the price of their positions.

It is a fallacy to think that the reader's eye strikes only the upper right-hand corner of the right-hand pages. In distinctive magazines, advertisements are read with as much interest as the text, as we know by an abundance of evidence. We believe, therefore, that artistic arrangement means more to each advertiser than any stipulated position.



INVESTMENTS
AUTHORIZED FOR TRUSTEES
—A SUPERIOR FORM OF
SECURITY FOR THE MOST
CONSERVATIVE BOND BUYER

CITY OF TORONTO, ONT.

CITY OF OTTAWA, ONT.

CITY OF LONDON, ONT.

CITY OF PETERBOROUGH, ONT.

CITY OF FORT WILLIAM, ONT.

CITY OF GUELPH, ONT.

CITY OF ST. THOMAS, ONT.

TOWN OF PETROLEA, ONT.

TOWN OF DUNNVILLE, ONT.

DOMINION SECURITIES
CORPORATION-LIMITED
TORONTO . MONTREAL . LONDON. ENG.

Better than most Financial Advertising; but does it Create Investors?

Juggling positions to deceive or tempt advertisers is not good salesmanship. It isn't the position that really wins or holds an advertiser. It is the firmly implanted conviction that this announcement is being seen by the right people under the right conditions.

A banker might not be able to get a corner office in Wall Street, but he wouldn't go up to Yonkers to do business. He would get as good as he could find in Wall Street, and make his place attractive enough to get attention.

Advertisers who cut those publications off their list that refuse to give them preferred positions at the regular run-of-magazine rate are like the man who would not row in a college crew because he objected to riding backwards.

◆

Even those who have lots of time to read like to read direct statements. So get down to talking your business in the opening paragraphs of your copy.

* * *

There is an old adage which says, "Salesmen are born and not made." I don't believe that. I believe that salesmen are made as well as born, and that teaching will do a great deal to make a salesman.

THE

CENTRAL PRESS

AGENCY

(Established 1878) F. DIVER, Manager

C.P.A
THE CENTRAL PRESS AGENCY — F. DIVER

HEAD OFFICE
AND FOUNDRY
70-76 PEARL ST.
TORONTO

BRANCH

WINNIPEG,
175 McDERMOTT AVE.

ELECTROTYPERS STEREOTYPERS
ENGRAVERS DESIGNERS
AND
ADVERTISING CONTRACTORS

THE ADVERTISING MANAGER.

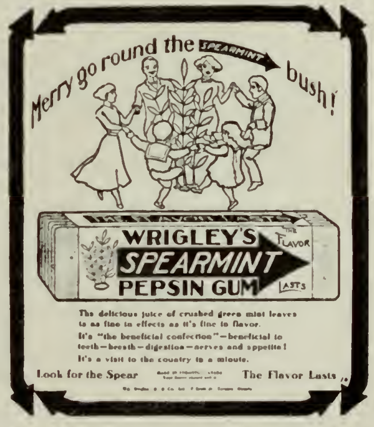
You may be One of the Many Canadian Advertisers whose Business Could be Doubled in a Brief Period by a Capable and Honest Advertising Manager. Read what Truman A. De Weese has to Say on the Subject. His Opinions are Always Expressed Interestingly and may be Studied Profitably.

By TRUMAN A. DE WEESE,
Director of Publicity, The Shredded Wheat Company,
Niagara Falls, N.Y.

I am asked to give an expression of opinion as to what should be the training, qualifications and functions of an advertising manager.

There is, no doubt, a wide diversity of opinion as to what should be the duties and prerogatives of an advertising manager. But as I am asked for my opinion only, I intend to embody my opinion only in this article. It is obvious that the duties and prerogatives of the position must vary according to the job and the peculiar conditions that are thrown around it by the commodity to be advertised and the sales organization which has charge of its distribution.

Advertising an adding machine or a typewriter that is sold to special customers in business offices is quite a different matter from advertising a food product for world-wide consumption. The functions of the advertising manager will also vary according to his connection with the company which employs him and also according to the kind of advertising that is required to market the commodity advertised. If the commodity is one which, like Shredded Wheat, calls for a vast amount of educational work which he has trained himself to do by long association with the product, much of the detail which is necessary to make that advertising effective must be handled by the advertising agency which places the advertising.



The delicious juice of crushed green mint leaves is as fine in effects as it's fine in flavor.
It's "the beneficial confection"—beneficial to teeth—breath—digestion—nerves and appetite!
It's a visit to the country in a minute.

Look for the Spear The Flavor Lasts

STRANGE AS IT MAY SEEM THIS ADVERTISING DOES PAY.

If the advertising of the product, however, is merely a question of poster effect or the con-

$ 12,500,000.00

Looks like a big sum of money, but it represents merely the value of the horses imported into Western Canada during the first five months of 1910. The United States arrivals alone will bring to Western Canada during 1910 wealth sufficient to build a fleet of Dreadnoughts or a Transcontinental Railway.

The Westerner is so liberal a purchaser, and his purchases cover such a wide range of articles that Western Canada is to-day the most profitable field in the Dominion for the operation of the general advertiser. While, of course, the employment of the Free Press of Winnipeg, the great Daily of the West, is essential to success in any advertising campaign, Western Canada is so large, and its population is growing with such rapidity that a few of the Dailies in the smaller Western cities can be advantageously used in conjunction with the Free Press.

As a market for Eastern Canadian products, Western Canada has reached that stage where the general advertiser is beginning to realize the importance of setting aside a special appropriation and preparing a special advertising campaign to cover it. If you are contemplating a publicity campaign in the west we would recommend you to consult the Canadian Advertising Agencies who are equipped to furnish you with the fullest information concerning this territory.

FREE PRESS, Winnipeg

EDGAR J. GUY, EASTERN REPRESENTATIVE, **Canada Life Building, TORONTO**

stant display of the company's trade mark, the duties of the advertising manager will obviously consist of the mere management of details, selection of media and co-operation with the sales organization and the placing agency.

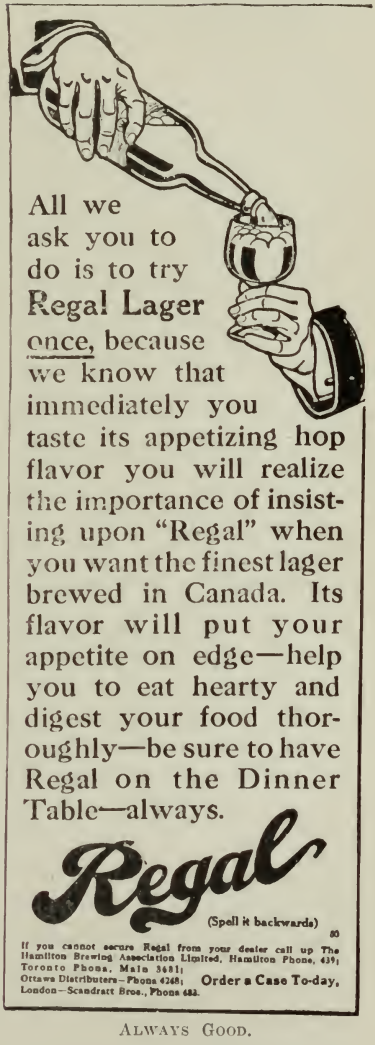
CHOOSING AN EMPLOYER!

In a general way, however, my opinion as to what an advertising manager should be and what he should do may be summarized as follows:

First, the advertising manager should exercise great care in choosing an employer. If he is a man of experience and national reputation he need not go begging for a job, for advertising men who are big enough to handle national propositions are very scarce. It is not beyond the bounds of truth to say that he can almost choose his own employer. The country is "blessed" with a bumper crop of "ad men;" but real advertising men who have demonstrated their ability to sell goods through advertising are not so numerous.

We are in an age of wonderful industrial activity when new manufacturing enterprises are springing up on every hand, all of which are calling for the genius of the man who can make a world-wide market for a commodity through national advertising. An advertising manager should, therefore, be careful to pick an employer who understands the value of advertising and who is willing to pay a salary commensurate with that understanding.

Unfortunately, many national advertisers are big corporations where authority is not concentrated. Advertising is too big a



All we ask you to do is to try Regal Lager once, because we know that immediately you taste its appetizing hop flavor you will realize the importance of insisting upon "Regal" when you want the finest lager brewed in Canada. Its flavor will put your appetite on edge—help you to eat hearty and digest your food thoroughly—be sure to have Regal on the Dinner Table—always.

Regal

(Spell it backwards)

80

If you cannot secure Regal from your dealer call up The Hamilton Brewing Association Limited, Hamilton Phone, 439; Toronto Phone, Main 3681; Ottawa Distributers—Phone 4248; London—Scandrett Bros., Phone 482.

Order a Case To-day.

ALWAYS GOOD.

THE CALGARY

"ALBERTA'S GREA

Has Now a Daily Circulation

The Largest Paid in Advance Sworn Circulation of any

BUSINESS IS GOOD

Alberta is prosperous this year. There is a crop shortage it is true, but the farmers have so much of last year's crops still on their hands to sell at high prices, that they will not feel it much. The Alberta farmer is the most prosperous in the world. He has had seven good years, and looks for seven more. He has money in the Bank, a lot of it. He has Grain in storage, a good thing to have this season. He is the most promising of customers, and he can pay. Trade in the cities and towns of Alberta and eastern British Columbia will be good this fall and winter. Better get in on it. The Herald covers the field like a blanket.

FACTS ABOU

The City of Calgar
people. The Herald c
daily in Calgary, cove
the homes and dwellir
outside circulation of
4,000 copies, and cover
Alberta and Eastern B

The We

The Weekly Heral
in Central and Souther
popular farmer's paper
It also covers the distr
main line of the C.P
Branch.

The rates in the D
line per insertion, an
per agate line per ins

Ask any authorized Advertising Agency in Eastern Canada for Rat
Herald, or wr

THE HERALD PU

THE DAILY HERALD

CALGA

DAILY HERALD

ɛST NEWSPAPER"

ıf more than 10,000 Copies

ıily Newspaper between Winnipeg and the Pacific Coast

THE HERALD

s approximately 40,000
lates over 6,000 copies
over 90 per cent. of
in its own City. The
Daily is well over
oroughly the towns of

/ Herald

es to every Post Office
lberta, and is the most
lished in the Province.
of Eastern B.C. on the
and the Crow's Nest

are 2 cents per agate
the Weekly 1½ cents
n.

CALGARY STATISTICS

The population has increased from 17,000 in 1907 to 40,000 in 1910; Bank clearings average $3,000,000 per week, an increase of about 60 per cent. within one year; Building permits for the first 6 months of 1910 were $573,486, for the last 6 months of 1909, $202,701, an increase of over 150 per cent. This year the city will spend on our Municipal Street Railway system $487,000 on new apparatus and extension of tracks. The Municipal Water Works will spend $284,000 on new work. Calgary is growing faster to-day than any City in the Dominion.

ıd information concerning a Western campaign that will include the
o us direct.

LISHING CO., Ltd.

Y, Canada

THE WEEKLY HERALD

THE MONTREAL DAILY WITNESS

THIS YEAR CELEBRATES ITS

FIFTY YEARS

OF PUBLICATION AS A DAILY PAPER.

It now stands in the forefront of Canadian daily papers. During the past year it has eclipsed all previous years in advancement.

The paper has almost doubled in size.
The Circulation has been increased by thousands.
The Advertising Space used has been almost doubled.
Every department of the paper has been reorganized.

We have, notwithstanding all this, not increased our advertising rates.

The change is about due.

FALL ADVERTISING APPROPRIATION

You should make yours **NOW.** You won't have time when the busy season comes. Make a note of this. Put THE WITNESS down for a liberal share.

Good service and adequate results are assured.

All Advertising Agencies will give you rates, or we shall be pleased to answer any and all enquiries.

THE WITNESS

MONTREAL

problem for the average business man on the average board of directors. The advertising manager should, therefore, pick an employer who is willing to give him absolute and unqualified authority over the advertising, and in order to carry this out in good faith he should have one man or one committee to confer with. In no department of business management has the one-man-power idea so great an advantage as in the advertising department. Too many advertising managers are mere rubber-stamp clerks, charged with the duty of sending out cuts and electrotype matter. The advertising manager should be the *manager* in fact as well as in name. All correspondence and matters pertaining to advertising should come to his desk.

Educating Employers.

Second, having selected his employer, the advertising manager should constantly look after the education of that employer with assiduous diligence and care. Members of big corporations which do a national business are busy men. As a rule, they are glad to learn all they possibly can about advertising. Their minds are receptive and it would be well to put into their hands the best literature dealing with practical emblems in advertising. This kind of co-operation, combined with results, will bring about a relation that is not only pleasant but is very apt to be permanent and profitable.

Third, having selected a good employer, the advertising manager should receive a salary on the basis of the yearly advertising appropriation to be expended. Nothing less than an annual salary of five thousand dollars should be considered for a moment, and to this salary one thousand dollars should be added for every ten thousand dollars of appropriation above the sum of one hundred thousand dollars. If the management of the department which creates a market for a commodity and which increases sales from year to year is not worth this salary, it isn't worth anything, and the advertising manager should give his services to a corporation which understands the value of advertising.

Fourth, the advertising manager should make a careful and conscientious study of the product he is going to advertise and should master all the "selling arguments" that lie behind it. He should have no other interests of any character. He should not be interested in the "advertising business" or in any publication or medium. If he is employed by the Shredded Wheat Company he should be a "Shredded Wheat man;" if by the Eastman Kodak Company he should be a "Kodak man." He ought to know his own advertising proposition above all others, even though he may claim a general knowledge of advertising.

Fifth, the relation between the advertising manager and the sales

"The Toronto World"
(DAILY AND SUNDAY)

Has a Quarter Million Readers EVERY DAY
IN THE YEAR

BRIGHTEST NEWSPAPER BEST ADVERTISING MEDIUM
GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

organization should be one of complete, confidential co-operation. The advertising manager should evolve, originate and formulate the selling arguments that are to be used by the sales organization from year to year and which may change with the development of the business and the trade conditions that govern its sale. If the advertising department is what it should be the salesmen will be merely distributors. It is their job to keep in touch with the trade. They don't need to sell goods. The goods are already sold.

Relations with Agents.

Sixth, the advertising manager should select the agency which is to place the advertising, and the selection of that agency should be governed by a knowledge of its ability to give him individual service and thus make his advertising effective. No other considerations should have any weight in this matter. If the employing corporation hasn't enough confidence in his honesty or his ability to leave this matter entirely to him, it would be wise for him to make some other advertising connection. He is not in the right place for satisfactory growth or development. He should select an agency that handles no competing product and then he should stand by the agency. It is through sympathetic co-operation between the agency and the advertising manager that advertising is made effective. Make the agency work for you, not for the publishers. It is of no consequence to you whether the publisher pays the agency a commission or not. If you handle your business properly you can make the agency *your* agent. If a publisher confidentially offers to give you the agency commission and just as low a rate as the agency will give, shun him and keep his publication off the list. If he deals unfairly with the agency, he will deal unfairly with you. The agencies have developed national advertising You can't wipe them off the map with any resolutions or advertising associations. They are here to stay. The wise advertiser and the wise advertising manager will use them and their accumulated experience and facilities in combination with his own experience and ability for

The Survival of the Fittest
DUNLOP
Automobile Tires

The Straight Wall type of Automobile Tire is not a new thing It was featured by the Dunlop Tire Company in 1905, and the prediction was then made that it would be the tire of the future

This Straight Wall tire is also variously called the "Non-Clinch," "Straight Side," "Straight Bead," or "Universal Quick Detachable Tire." As the name Straight Wall implies this Tire has no toe extensions—is not made like the solid clincher or clincher detachable tire—has no projecting ends that fit in under a fixed, hooked shape side of the rim.

The Straight Wall tire cannot become cemented to the rim. It is a readily detachable tire under all conditions, and at the same time it sets solidly and cannot slip or come off until the bead on the rim, that holds the tire in place, is removed

This Tire Will Not Rim Cut

Since 1905 developments have been fulfilling the claims for the Straight Wall type tire It has finally made good on every count.

The Dunlop Tire and Rubber Goods Company Limited

Victoria Representatives J L. BECKWITH & CO

British Columbia Depot and Tire Repair Works
359 Water Street, - Vancouver

Keeping Everlastingly at it and Doing it Well.

Shrewd Advertisers

Post Bills

THEY YIELD THE GREATEST AND QUICKEST RETURNS

We are official Representatives of the Canadian Bill Posters and Distributors Association and can handle your poster campaign in Western Canada (Port Arthur, Ont., to Victoria, B.C.) to better advantage than any other agency in Canada, from the fact that we own and operate most of the Bill Posting Plants in the larger cities of the West, and are in close touch with all the Western Bill Posters, and can get quicker action than if matters have to be referred to the East, 1,500 to 2,000 miles away.

Designs for Posters furnished on request.

Estimates and full particulars on application.

The greatest undeveloped mercantile territory in the world

Let us handle the Western portion of your appropriation.

The Lindsay-Walker Company, Limited

WINNIPEG, MAN.

Our painted displays—absolutely best in Winnipeg.

THE

NOR'-WEST FARMER

Winnipeg, Manitoba

Issued in the most progressive city of Canada for the settlers of the Great West.

Printed in good form on exceedingly good paper—to carry half-tones.

It is the most influential agricultural paper in the Canadian West.

Has the largest sworn circulation of any exclusive farm paper in Western Canada.

Consequently carries the greatest quantity of advertising in the Canadian West.

Each of these statements can be proven. Investigation asked for. There is a reason.

Sample copy and rates with all information cheerfully furnished.

Write and ask us.

THE

Nor'-West Farmer

Winnipeg, Manitoba

making the advertising effective and far-reaching.

Seventh, whether the advertising manager should write his own copy or originate his own designs for the various kinds of advertising which he is going to employ depends on the nature of the commodity which he is advertising. In many instances where the product calls for a peculiar kind of educational advertising the advertising manager can sometimes write better copy and originate more effective designs than the advertising agency because of his long acquaintance with the product and because he is in the atmosphere of the factory and in closer touch with the sales organization. In many other instances the agency can get out better copy, and originate better advertising ideas than he can because it has made a greater study of the art of impressing the human mind with the desire to possess salable commodities.

THE STUDY OF MEDIUMS.

Eighth, the advertising manager should know the special adaptability of newspapers, magazines and other mediums to his particular product. He should know enough to use magazines for national publicity and newspapers for localizing that publicity, bringing the consumer up to the door of the dealer. The advertising manager is the only man in the advertising business who is in a position to take a rational view of advertising. He is not selling space or circulation. The publisher's representative will talk circulation as though it were a tangible commodity. The man who is advertising a product and spending money for a corporation knows that he is paying for the opportunity to attract the attention of the readers away from editorial and news matter. He is simply buying a chance. The publisher can guarantee that his publication has a certain circulation, but he cannot guarantee that your advertisement will be read. Whether it will be read or not is largely up to you, and even then the "make-up man" may put your ad where nobody can see it. The advertising manager should make a study of all mediums. He should study their editorial character and learn if possible the kind of people who read the different publications. There is no other way in which he can judge of their value as advertising mediums for his particular product. You cannot always depend upon solicitors or representatives for this information. Many of them do not possess this information.

Ninth, having determined upon a definite plan or policy, the advertising manager should stick to it. "Keeping everlastingly at it" is the secret of successful advertising. Adopt a schedule to fit the appropriation. It is unnecessary to say that this schedule should be based upon your selling plans and trade conditions that affect the sale of your product and should not be arranged with reference to passing the appropri-

THE

FARMER'S ADVOCATE

AND HOME MAGAZINE

Oldest, Largest, Most Widely Circulated and only **National Agricultural** and **Home** Journal in the **Dominion.**

The Farmer's Advocate and Home Magazine is exactly what its name implies. It is the recognized organ of farming interests in Canada, and the journal most read in the home circle as well. It's the best result-bringer in Canada for advertisers who want to see their goods used either on the farms or in the homes of the great agricultural class throughout the Dominion.

Send to-day for Sample and Rate Card.

THE
WILLIAM WELD CO.
Limited
LONDON - CANADA

How to Get Results in B.C.

The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the Saturday Sunset that it got from all the dailies of Vancouver put together.

That was when the Saturday Sunset was in its first year.

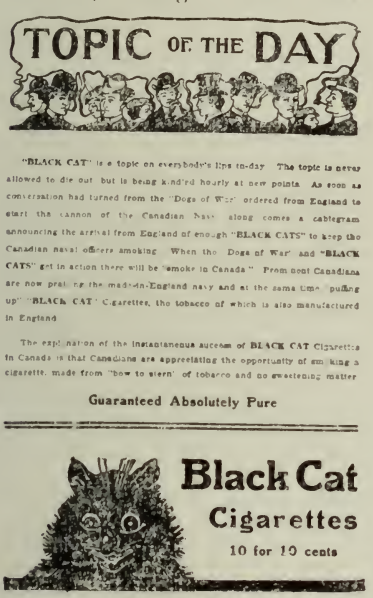
The reason is that the Saturday Sunset circulates among the people who have the price—the power to buy.

It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The
Saturday Sunset
Vancouver, B.C.

ation around among a given group of publications. The man who will allow a game of golf, a theatre ticket or a dinner at the Waldorf-Astoria to influence him in such matters is a poor, weak, despicable creature who will get the contempt of the publishers themselves and will not last long in the advertising business. The advertising manager should have enough character and stamina to pick his own mediums and run his own business, even though he may yield to the pleasures and beguilements of good fellowship.



"BLACK CAT" is a topic on everybody's lips to-day. The topic is never allowed to die out but is being kindled hourly at new points. As soon as conversation had turned from the "Dogs of War" ordered from England to start the cannon of the Canadian Navy along comes a cablegram announcing the arrival from England of enough "BLACK CATS" to keep the Canadian naval officers smoking. When the "Dogs of War" and "BLACK CATS" get in action there will be "smoke in Canada." Prominent Canadians are now praising the made-in-England navy and at the same time "puffing up" "BLACK CAT" Cigarettes, the tobacco of which is also manufactured in England.

The explanation of the instantaneous success of BLACK CAT Cigarettes in Canada is that Canadians are appreciating the opportunity of smoking a cigarette, made from "bow to stern" of tobacco and no sweetening matter.

Guaranteed Absolutely Pure

Black Cat
Cigarettes
10 for 10 cents

DECEPTIVE—AND DECEPTIVE ADVERTISING DOES NOT PAY.

VALUE OF FINANCIAL INTEREST IN FIRM.

Tenth, the advertising manager, whenever it is possible to do so, should be a stockholder in the concern which employs him and should occasionally sit in the councils of the executive board. Inviting him to sit with the executive board is not only an expression of confidence in his judgment, but is a recognition of the importance of advertising and its close relation to salesmanship. If he is a stockholder he will be spending his own money for advertising and every scheme he adopts to enlarge the market for the product will redound to his own financial advantage and at the same time give him prestige and standing which insures his position in the advertising world. If he cannot own any stock he should be the accredited representative of some big stockholder. He should be master of his own job. He should be so thoroughly familiar with the publications of the country and should have such a thorough knowledge of advertising that all matters pertaining to advertising should be very promptly and willingly referred to him by members of the corporation which he represents.

◆

Advertising is more than salesmanship. It is an insurance on the continuance of trade. It is salesmanship plus publicity.—Chalmers.

* * *

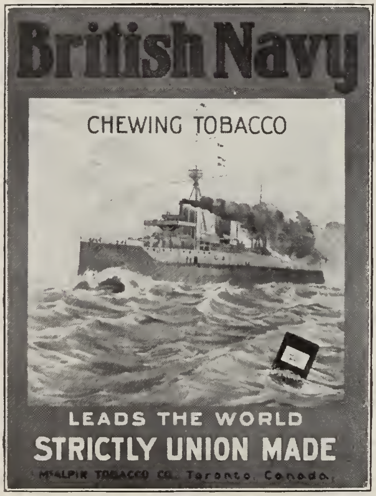
What makes the difference between one man and another? Nothing but brain power. That's all. One man has developed his brains further than another.

The oldest newspaper in Canada is "The Gazette"--Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "The Gazette."



HANGER

IN EIGHT COLORS

Designed and
Executed by

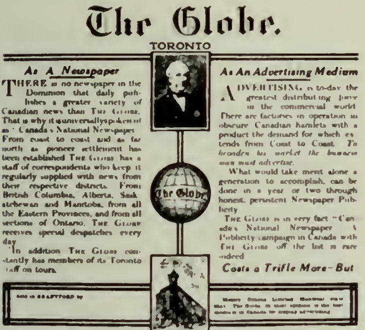
The Hough Lithographing Co., Ltd.
96-104 Spadina Ave.,
Toronto, Canada

"High Grade
Lithographed Advertising."

PUBLISHERS' ADVERTISING.

A Department Conducted for the Purpose of Dispelling the Delusion that Publishers, as a Class, do not Believe in Advertising. Samples of Newspaper and Periodical Advertising will be Acknowledged and Commented on in the Order in which they are Received.

There are still more than a few advertisers who harbor the delusion that the publishers do not believe in advertising. While it is true that too many publishers are somewhat reluctant about "taking their own medicine," there are a surprising number whose annual advertising appropriations would make the appropriations of some big manufacturers look ridiculously small.


The Globe.
TORONTO

As A Newspaper

THERE is no newspaper in the Dominion that daily publishes a greater variety of Canadian news than The Globe. That is why it is universally spoken of as "Canada's National Newspaper." From coast to coast and as far north as pioneer settlement has been established The Globe has a staff of correspondents who keep it regularly supplied with news from their respective districts. From British Columbia, Alberta, Saskatchewan and Manitoba, from all the Eastern Provinces, and from all sections of Ontario, The Globe receives special despatches every day.

In addition The Globe constantly has members of its Toronto staff on tours.

As An Advertising Medium

ADVERTISING is to-day the greatest distributing force in the commercial world. There are factories in operation in obscure Canadian hamlets with a product the demand for which extends from Coast to Coast. *To broaden his market the business man must advertise.*

What would take merit alone a generation to accomplish, can be done in a year or two through honest, persistent Newspaper Publicity.

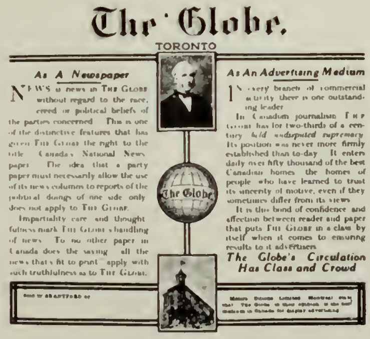
The Globe is in very fact "Canada's National Newspaper." A Publicity campaign in Canada with The Globe off the list is rare indeed.

Costs a Trifle More—But

Canada's big dailies are showing their faith in the permanent prosperity of the country by persistent and aggressive advertising. The publisher has a very necessary commodity for sale. That commodity is white space, varying in its degrees of value according to the *Quantity* and *Quality* of cirulation.

The Globe, Toronto, has been conspicuous for years by reason of the activity of its promotion department. Almost every probable national advertiser in Canada must have read the strong "Direct Appeal" matter mailed weekly by that newspaper along with a timely synopsis of financial news. Not only that, but many of our big manufacturers freely express the benefits they have derived from a close study of these articles.

The big daily is not content to merely mail articles on different phases of advertising, showing the probable advertiser how our best known advertisers have been gradually developed, it also carries on systematic campaigns throughout the newspapers and


The Globe.
TORONTO

As A Newspaper

NEWS is news in The Globe without regard to the race, creed or political beliefs of the parties concerned. This is one of the distinctive features that has given The Globe the right to the title "Canada's National Newspaper." The idea that a party paper must necessarily allow the use of its news columns to reports of the political doings of one side only does not apply to The Globe.

Impartiality, care and thoughtfulness mark The Globe's handling of news. To no other paper in Canada does the saying "all the news that's fit to print" apply with such truthfulness as to The Globe.

As An Advertising Medium

IN every branch of commercial activity there is one outstanding leader.

In Canadian journalism The Globe has for two-thirds of a century *held undisputed supremacy.* Its position was never more firmly established than to-day. It enters daily over fifty thousand of the best Canadian homes, the homes of people who have learned to trust its sincerity of motive, even if they sometimes differ from its views.

It is this bond of confidence and affection between reader and paper that puts The Globe in a class by itself when it comes to ensuring results to its advertisers.

The Globe's Circulation Has Class and Crowd

DO YOUR DUTY...

to your business by advertising it in the

HAMILTON TIMES

DAILY and SEMI-WEEKLY

Communicate for Rates

PRINTING

Steamboat, Railroad Posters, etc.

**Quick and accurate work guaranteed.
Try us.**

Times Printing Co., Limited, Hamilton

A Result=Bringing Medium of Known Circulation—The Leader in Its Field

THE HAMILTON SPECTATOR

Below is given a comparison for five months, showing remarkable increases in advertising patronage—the use of more space being the best evidence advertisers can give of their appreciation of a newspaper's worth as a business puller:

	1909—Columns.	1910—Columns.
January	1,153	1,306
February	1,141	1,351
March	1,352	1,685
April	1,427	1,728
May	1,457	1,608
	6,480	7,678

GAIN in five months, 1,198 Columns.

Rates on application direct, or from all recognized agencies.

SPECTATOR PRINTING CO., LTD. - Hamilton, Canada

other mediums—campaigns that are bound to help the general cause of advertising vastly.

This point about *The Globe* advertising appeals to me strongly. While the campaign now running in newspapers all over the country emphasizes the value of the newspaper in general and *The Globe* in particular, as an advertising medium, yet there is a creative force about it well worthy of note. A cool analysis of *The Globe* advertising proves that there is more truth than poetry about the contention, viz., that the big dailies are certainly wonderful business promoters in the broadest sense of the term.

ITEMS OF PERSONAL INTEREST.

A remarkable instance of newspaper progress in Canada is that made by the Calgary *Daily Herald* in the past three years or so.

In April, 1907, its net circulation was about 3,000 daily. In June 1910, it was over 10,000 copies. The publishers undertake to verify this information to any advertiser.

This year the *Herald* installed a new 32-page Goss Straightline press; has a most complete battery of linotype machines and modern stereotyping equipment.

* * *

Man-to-Man, formerly *Westward Ho,* because of intrinsic merit, bids fair to be one of Canada's most popular magazines in the near future. The publication is not new in name only—it is also a great improvement on the old magazine, as far as contents and make-up are concerned. Here's luck to "An Index to Opportunity"—the sub-title of *Man-to Man.*

* * *

Vancouver is growing. Doubters are requested to write *Saturday Sunset* and ask for a copy of their third anniversary number. *Saturday Sunset* is a bright weekly and the third anniversary number is not only a credit to the publishers, but also a credit to the city of Vancouver.

* * *

The generous action of the Bank of Nova Scotia in wiring $5,000 for the immediate relief of the people of Campbellton is at once praiseworthy and gratifying. It is to be hoped that those able to afford it will take their cue from Mr. H. A. Richardson, the bank's general manager, and act quickly, because the people of the burned-out city are in dire straights.

* * *

Mr. Edgar J. Guy, Room 61, Canada Life Building, Toronto, has been appointed by the Winnipeg *Free Press* to act as their Eastern representative. This is an important addition to Mr. Guy's list of publications. He now represents exclusively Montreal *La Patrie*, London *Free Press*, Winnipeg *Free Press,* Calgary *Herald*, Edmonton *Journal*, Victoria *Times*.

Every wisely planned advertising campaign in Canada includes

THE NEWS

Toronto's Acknowledged Home Paper

It goes daily into thrifty
and intelligent homes
that spend money freely

Keeping Ahead of Competition

is easy if you start early and get a long lead

To plan a vigorous advertising campaign, *start it early* and *keep it going;* this gives a good lead and helps you to *keep ahead.*

Get in touch with a MILLION NEW PROSPECTS this coming autumn and winter by using the papers in our Combination of Canadian Weeklies.

Ask for sample copies and note the class of advertisers who use this service.

Write, or Phone Main 15.

The Wilson Publishing Company of Toronto Limited
73-81 WEST ADELAIDE STREET

ADVERTISING THE TRADE MARK.

Mr. T. A. Russell, Manager of the Canada Cycle and Motor Company, Limited, in a Recent Address to the Canadian Press Association, Spoke as follows. From The Globe, Toronto.

I have seldom found greater difficulty in trying to collect a few remarks on any subject than on this, the reason being that all arguments seem to be in favor of advertising the trade mark.

The development in the manufacture and sale of goods has brought about great changes. There was a time, within the past century, when goods were made and sold, to a great extent, within their own particular localities. To-day goods are made and sold almost without limit as to territory. It seems to be a part of natural evolution that the art of selling has not kept pace with evolution in making and marketing goods. *I think that the manufacturer has not entirely learned the value of advertising as a means of reaching the consumer.*

Nearly all manufacturing is subject to the freest competition. Nearly all selling is carried on between the manufacturer and the retailer through the middleman. Advertising costs money and that has to be added to the cost of goods. It naturally follows that goods that are advertised are inclined to cost a little more than goods that are not, and when a proposition is submitted to the retail merchant, he is very apt to take the goods which may appear to cost him a cent or two less in preference to those which cost a trifle extra.

It strikes me, however, that the manufacturer who ignores the importance of advertising is making a serious mistake. He places himself too much in the hands of the middleman. If he simply sells goods which do not carry a distinct identity with them, his business is always subject to that danger; he is liable to lose trade simply because somebody comes along with goods at one per cent. or so less. *The argument is, therefore, all in favor of advertising based on the trade mark.*

TRADE MARKS
ARE THE MAKERS' GUARANTEE OF QUALITY

Our reputation is behind this Mark

SOUVENIR RANGES

Trade Mark of Quality

Rubber Collars and Cuffs

ALEXANDER ENGRAVING Co

THE ART TAILORING CO

Agencies Throughout Canada

Patterson's Candy

"A MATTER OF GOOD TASTE."

The Murray Printing Co Limited

ANDREW DARLING CO.

THE ADVANCE

Eclipse

PURE GOLD BRAND

PURITY IN FOODS

Petticoat Manufacturers

McKAY BROS

C. TURNBULL COMPANY

Stone Limited

"Sovereign Shoe"

THE SOVEREIGN SHOE CO

The Globe

CHAS. BARBER & SONS MEAFORD ONT

ELECTROTYPES

Our sole business is the making of duplicate Printing **Plates—Electrotypes—Stereotypes—Nickeltypes.**

For extra long runs, for fine half-tone and color work, we recommend **Nickeltypes** made by our new process. They represent the highest point of perfection in the duplicate plate line and will enable you to get half-tone results equal to the original on any size run.

We're building our business on "Quality," and we want every advertiser to know **Toronto Electrotype Quality** by testing our work.

Toronto Electrotype & Stereotype Foundry

16 PEARL ST., - - TORONTO

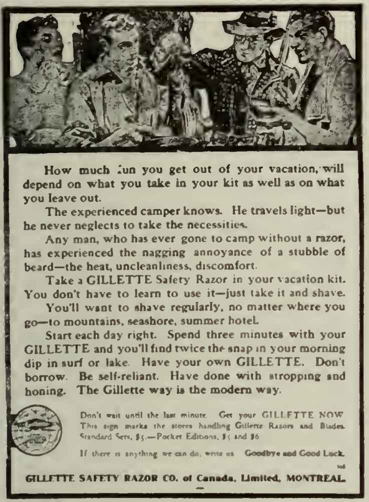
Profitable G *Publicity*

TO the manufacturer grappling with the problem of profitably marketing a new or old commodity, we can offer valuable co-operation founded on a clear, practical knowledge of conditions controlling the successful distribution of merchandise in Canada. After thorough investigation of your proposition we would be ready to submit a selling plan whose specifications will have been directed by a sound, experienced knowledge of what constitutes profitable advertising.

Write us or call on us.

GAGNIER ADVERTISING AGENCY
SATURDAY NIGHT BUILDING, TORONTO.

Until comparatively recent years, facilities for advertising were not of the best. The art of advertising had not been studied as it is to-day. Results did not come from advertising as they do to-day. There was no skilled body of men to whom one wishing to advertise could go to get skilled assistance. The small manufacturer was unable to employ a man skilled in advertising; he consequently ran it himself as well as he could or dropped it out. That is one phase where the development of the advertising agency will help very much. It will encourage manufacturers who do not feel able to build up advertising departments of their own.


How much fun you get out of your vacation, will depend on what you take in your kit as well as on what you leave out.

The experienced camper knows. He travels light—but he never neglects to take the necessities.

Any man, who has ever gone to camp without a razor, has experienced the nagging annoyance of a stubble of beard—the heat, uncleanliness, discomfort.

Take a GILLETTE Safety Razor in your vacation kit. You don't have to learn to use it—just take it and shave.

You'll want to shave regularly, no matter where you go—to mountains, seashore, summer hotel.

Start each day right. Spend three minutes with your GILLETTE and you'll find twice the snap in your morning dip in surf or lake. Have your own GILLETTE. Don't borrow. Be self-reliant. Have done with stropping and honing. The Gillette way is the modern way.

Don't wait until the last minute. Get your GILLETTE NOW
This sign marks the stores handling Gillette Razors and Blades.
Standard Sets, $5.—Pocket Editions, $5 and $6

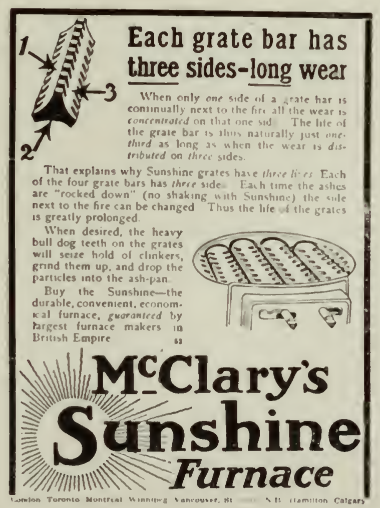
If there is anything we can do, write us. Goodbye and Good Luck.

GILLETTE SAFETY RAZOR CO. of Canada, Limited, MONTREAL.

When One Thinks of a Safety Razor One Thinks of the "Gillette."

Then the press should assist as well. Managers who see to it that they have every facility whereby advertising may be made attractive, such as improved type and the development of high standards in the art of typesetting, are doing a real service to the newspaper and the manufacturer as well. I think the Press Association should encourage the manufacturer who advertises freely by affording all possible facilities they can in the preparation of advertisements in an attractive way.

I think I may safely say that the development of manufacturing in Canada has not been a wonderfully profitable or easy proposition. Our country is a very large one and population, in



Each grate bar has three sides-long wear

When only *one* side of a grate bar is continually next to the fire all the wear is *concentrated* on that one side. The life of the grate bar is thus naturally just *one-third* as long as when the wear is *distributed* on *three* sides.

That explains why Sunshine grates have *three lives*. Each of the four grate bars has *three* sides. Each time the ashes are "rocked down" (no shaking with Sunshine) the side next to the fire can be changed. Thus the life of the grates is greatly prolonged.

When desired, the heavy bull dog teeth on the grates will seize hold of clinkers, grind them up, and drop the particles into the ash-pan.

Buy the Sunshine—the durable, convenient, economical furnace, *guaranteed* by largest furnace makers in British Empire 63

McClary's Sunshine *Furnace*

London Toronto Montreal Winnipeg Vancouver, St. [illegible] N.B. Hamilton Calgary

A Strong Ad of a Strong Series.

The Morning Leader

REGINA, SASK.

Is the leading publication between Winnipeg and Calgary, covering the entire Province of SASKATCHEWAN.

CIRCULATION

Sworn statement for April, Daily, ... **4,541**
Weekly, ... **6,682**

Further particulars regarding advertising rates, etc., on application.

THE LEADER PUBLISHING CO., LIMITED
REGINA, SASK.

To cover Saskatchewan you must use THE LEADER.

The Journal

AVERAGE DAILY CIRCULATION FOR FIRST 3 MONTHS OF 1910
4,405

BESIDES HAVING THE LARGEST CIRCULATION IS THE MOST THOROUGHLY READ DAILY IN EDMONTON

AVERAGE DAILY CIRCULATION FOR MAY
4,707
AND STILL GROWING

THE EDMONTON JOURNAL

Morning Evening Weekly

M. R. JENNINGS, Editor and Man. Dirctor

EDMONTON, ALTA.

proportion, is very small. Expenses of doing business in it are large. Many manufacturers have found anything but plain sailing, and it is unquestionably a fact that when business is being very tight run, it is not the time when they feel like being liberal.

I have found a word to say here. I think the press of the country should assist and encourage the manufacturing interests as far as they can. They may be made the subject of very interesting articles. No opportunity to emphasize the importance of manufacturing to the country should be overlooked, and the press should endeavor to build up manufacturing industries which will be able to follow up aggressive advertising campaigns tending to make their trade marks known not only in Canada but far beyond our own shores.

◆

ADVERTISING PAYS.

The following letter was received by Messrs. Legg Bros., Toronto, in response to their advertisement in the June issue of Economic Advertising:

Montreal, Can., Jan. 29th, 1910.

Legg Bros. Engraving Co.,
Toronto, Ont.:

Gentlemen,—We noticed your ad in the June number of Economic Advertising. It strikes us as being rather in advance of any ad of engravers that we have come across here in Montreal. Sometimes a firm's own ad is better than they can do for a customer, but not always.

Could we get you to send us a copy or two of Illustrations in Booklets that you have done? We are about discouraged with so-called "illustrators" here in Montreal, but before resorting to artists in the U.S., we will give Toronto a show.

An early reply will oblige.

Yours very truly,
The Johnson-Richardson Co., Limited.
(Signed) J. C. Walker.

◆

Salesmanship is nothing more or less than making the other fellow feel as you do about what you have to sell.—Chalmers.

Most advertisers shoot over the heads of nine-tenths of the people they want to reach. They don't understand the art of merely talking common-sense to these people—the same kind of talk they would use if they were trying to sell them orally.—Chalmers.

* * *

I have been in the manufacturing business all my life, and I have found that it is much easier to make things than to sell them. —Chalmers.

* * *

Market report: "Brains continue in good demand and prices are steady. A new crop of the college variety is now about due but staples will not be affected."

* * *

The public judges your faith in your goods by your publicity.

Hamilton

Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc., Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

CHARACTERISTIC ENGRAVING

Your lithographed matter should be *dignified—individual—artistic,* to create the *right* impression. The difference between first-class and inferior work is exactly the difference between success and failure.

STOCK CERTIFICATES and BONDS

should be lithographed in such a fashion as to create the idea of *solidity* and *strength.* The success of *your* business may depend far more on the work of the engraver than you imagine.

'Phone or write, and we will submit suggestions and designs.

ROLPH & CLARK, Limited
Simcoe and Pearl Streets,
TORONTO, CANADA.

LAST YEAR

THE HALIFAX HERALD and THE EVENING MAIL

ran a circulation contest with a $5,000 prize list and added 4,000 paid-in-advance-for-one-year subscribers to their list. That was in Nova Scotia. That contest was so successful that another one has been inaugurated this year with more than double the cash value of prizes, namely, $11,000. Last year the contest was confined to Nova Scotia. This year New Brunswick, Prince Edward Island, and Newfoundland are also competing for their share of the $11,000. Indications so far point to more than double the gratifying results attending last year's contest. Contracts will be received for commercial display advertising at the present flat rate until September 30th, when a new schedule based on increased circulation will be issued.

WILLIAM DENNIS

THE HERALD and THE MAIL

HALIFAX

The only difference between a rut and a grave is the width and the depth.

* * *

A man is nothing short of a fool who is not absolutely honest.

* * *

Men are affected by everything you say and do.

* * *

A good advertising man has the privilege of talking to thousands at a time

* * *

Common sense is a reinforced concrete foundation on which to build advertising successes.

* * *

You may talk to one man; your advertising talks to the world.

Success demands ideas; advertising creates ideas.

* * *

Soft snaps are seldom productive of hard cash and short hours

* * *

generally make long days.

All that fails to glitter is not mud.

* * *

Some men never get rich because they are too busy thinking out schemes for making money.

* * *

Formula for Business Success: Merit, plus Advertising, multiplied by Co-operation.

* * *

Your salesman must rest; your advertisement heeds no hours, days or seasons.

THE

BUYING PUBLIC

of Essex County
is reached only
through

THE EVENING RECORD
AND
THE WEEKLY RECORD
(Windsor, Ont.)

THE ONLY TWO RESULT
GETTERS IN THE COUNTY

THE

STANDARD

St. Catharines, - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie, and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

Established A. D. 1872

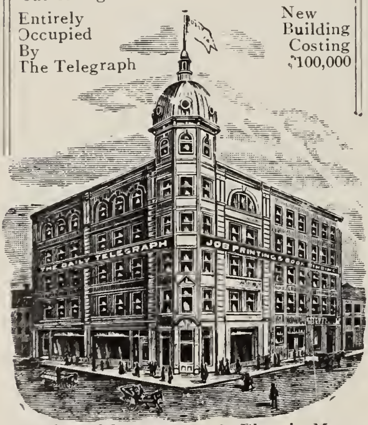
The Quebec Daily Telegraph

has a larger circulation than the combined issue of all other English papers in the city and district.

Completely destroyed by fire Feb. 22 1907, and again on Nov. 28, 1907, without losing an issue on either occasion

Entirely Occupied By The Telegraph

New Building Costing $100,000



22,000 feet of floor space — 21 Electric Motors
Complete New Plant

TO THE . .

"Man From Missouri"

I want a candid talk with the man who is not quite satisfied with his advertising methods—or the man who would advertise if he were reasonably sure of results beforehand.

If you're a "Show-me" man, address

The Editor, Economic
Advertising
MAIL BUILDING
TORONTO.

What About YOUR Advertising?

The untenanted building is *a money loser.*

The untilled farm yields *no crops.*

The idle factory pays *no dividends.*

The unread ad creates *no demand* for the goods.

Commercial success demands two things—*a product as perfect as you know how to make it*, and *advertising just as good as your money can buy.* Both are as necessary as sunshine and rain.

Woods-Norris service is of a uniformly high standard. We do not accept any business unless *all* our specialists *can give* it *personal* attention. A campaign dovetailed into the selling requirements of your business in the Woods-Norris way cannot help being profitable —*it must show actual results.*

We are ready to discuss selling plans with a few more manufacturers this season. Our ideas and suggestions place you under no obligation.

WOODS-NORRIS LIMITED
GENERAL ADVERTISING AGENTS
MAIL BUILDING
TORONTO, CANADA.

Gaining Every Month

Each Month from January 1 to August 1, the Amount of Advertising in

The Globe

TORONTO

Has shown an increase over the corresponding month of 1909, making for these seven months

A TOTAL GAIN OF

2,271½ COLUMNS

Made up as follows:—

	1909.	1910.
January	1,175¾	**1,496¾**
February	1,199¾	**1,391½**
March	1,284	**1,593**
April	1,331¼	**1,864¾**
May	1,405¾	**1,650½**
June	1,428¼	**1,754¾**
July	1,323¼	**1,668¼**
Total	9,148	**11,419½**

All kinds og Advertising contributed to this notable showing.

The Globe

CANADA'S NATIONAL NEWSPAPER

United States Representatives.

Verree & Conklin,
Brunswick Building,
New York

Verree & Conklin,
Steger Building,
Chicago, Ill.

SEPTEMBER, 1910

Economic Advertising

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Infant Industries—Advertising the Only Protection—Plain Facts—The Small Manufacturer—His Attitude Towards Advertising.

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Advertising Art and Typography 33

Advertising as a Business Builder.... 43

WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

NOW IS A GOOD TIME TO BUY SPACE IN

The Canadian Century

The advertising rates of **The Canadian Century** must go up soon. Experienced advertisers are already using **liberal space** in the big **Illustrated Weekly.** They declare it **a medium second to none** in Canada, and they ought to know.

The history of Canadian Journalism contains no parallel to the success of **The Canadian Century.** The magazine took its place among Canada's best just as soon as the first issue was distributed, and now it is **the acknowledged** leader of its class.

The fact that big national advertisers — **men who must be shown** — have contracted for space months ahead, is ample evidence of **The Century's** pulling powers.

Figure out what that means for yourself, and join the money-makers by advertising in the right medium. Space in The Canadian Century is now an excellent investment.

Write for sample copy and advertising rates, or ask any reputable agency.

THE CANADIAN CENTURY PUBLISHING CO., LIMITED
Montreal, Canada

A Monthly Magazine published in the interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, September, 1910. No. 9

Straight Talks

INFANT INDUSTRIES.

NO nation on earth has more "Infant Industries" than this Canada of ours, comparatively speaking, of course. The tremendous resources of our, as yet, undeveloped land—the influx of immigrants, and the healthy increase of our native population have called into existence hundreds of "Infant Industries," officered by men far-seeing enough to decry a potential domestic market. This fact is strongly impressed on every observant visitor of the National Exhibition at Toronto, and the passing years only tend to emphasize it. Naturally a majority of these small manufacturers look to the tariff as their only means of salvation, although men who know something about the distribution of the world's merchandise confidently declare an unswerving faith in something altogether different. Since the tariff will not protect our "Infant Industries," what will? And who will evolve a plan that will sustain the bulk of well officered and manned small business institutions through the years of keen competition that lie directly ahead.

Let there be no mistake about our premises. The first nations of the world clearly recognize the abounding wealth that will be Canada's long before the end of this century. For-

21,594

NET PAID CIRCULATION

This is the Vancouver, B.C. Daily World net paid Daily average circulation during the month of June.

Now, Mr. Advertiser, don't you think that these figures are of value and interest to you.

The Daily World is the largest daily in B. C.

Has the largest net-paid circulation.

Carries more advertising than any other paper in the world.

It is the Home Paper for the Home and read by the Home People.

Advertisers know the World to be a business getter.

Ask the man who uses it, and he will tell you the rest.

Rate card on application.

The Vancouver B.C. Daily World

eign competition we have had, but it has been the result of chance more than premeditation. The manufacturers of a country may live *the simple life* until their markets are huge enough to demand aggressive tactics by foreign competitors. It is just about time that our "Infant Industries" woke up—a few years hence it may be too late.

* * *

ADVERTISING THE ONLY PROTECTION.

Hundreds of small manufacturers will live or die (commercially), according to the degree of ability and honesty exercised by the advertising men of the Dominion. Our citizens have millions of dollars invested in small and apparently thriving manufacturing concerns. These "Infant Industries" in the aggregate cannot begin to supply the domestic demand, and we are apt to call them thriving when they are doing nothing more than maintaining a balance. Even our biggest manufacturers do not know, as yet, what real, live competition means; but there are ample evidences they will know in the near future.

Suppose a trade war were to occur to-morrow between our manufacturers and the manufacturers of the United States, what would happen? Our "Infant Industries" would be wiped out—Americans would possess our rich domestic market in short order. It is doubtful if 10 per cent. of our manufacturers could retaliate by invading Uncle Sam's territory—doubtful if their resources would stand the strain for any prolonged period. And 90 per cent. of our factories would simply be closed up or absorbed by foreigners. All this might happen without disturbing the equanimity of the average citizen one whit, for the simple reason that he knows nothing about "Made-in-Canada" goods and cares less. But—if he were reasonably convinced that "Made-in-Canada" goods were superior, or even compared favorably with foreign products, the invaders would have a merry time in acquiring control of our markets. The thing could not be accomplished if our manufacturers realized the significance of advertising—the only sure protection there is.

Collier's Furniture and Hardware Special

The October 1st issue of Canadian Collier's will be the Furniture and Hardware Special. The great bulk of the business in this number will be made up of advertisements of furniture, house furnishings and hardware for the home. A large body of it is already scheduled.

The grouping of this class of advertising in this special issue is a definite service to our readers. It gives them a great number of suggestions of real value for home furnishing. For the very reason that it is a service to our readers, this Furniture and Hardware Special is a service to our advertisers.

The tremendous buying power of over 30,000 Canadian homes is sufficient argument.

Advertising forms close September 17th.

E. C. PATTERSON,
Advertising Manager,
NEW YORK, CHICAGO, BOSTON,
TORONTO.

A. H. BLIGHT,
Canadian Advertising Manager,
47-51 King St. West, Toronto.

PLAIN FACTS.

Some statements made in the foregoing paragraph may be doubted—others plausibly, if not logically, assailed. But the facts behind the statements will not admit of any denial. I do not know of any manufacturing concern in Canada whose business could not be doubled in a few years. That's purely and simply a personal opinion, which may or may not be correct, but here are my reasons for entertaining it. The Massey-Harris business is probably one of the largest in the Dominion. The adoption of a fearless and aggressive policy (Massey-Harris Company can secure all the capital they want) would double that business in a few years. If not, why should the Oliver Plow people be erecting a plant in Hamilton at an initial cost of one million and a half—a plant that will employ 3,500 at the outset? I do not think that the Oliver people will better Massey-Harris products, but I am inclined to think that the Americans' aggressive advertising policy will cut a deep swath in the big Toronto manufacturers' business. And lesser agricultural concerns in the Dominion are apt to find out what real live competition is before long.

Of course, the Oliver people's publicity agent has naively declared: "The significance of the Hamilton plant lies in the fact that all the company's export trade will be done from this plant."

There you are. The company is not worrying much about the quickly developing Canadian market. No, no, not at all! We bought $2,300,000's worth of agricultural implements from the United States last year, and a goodly proportion of that sum found its way into the treasury of the Oliver Plow Company—enough to make the erection of the big factory in Hamilton an investment, not a speculation. And, without marshalling the evidence of a contrary policy, we might believe that the Canadian factory is built for the purpose of supplying Europe, Asia and Africa with Oliver Plows.

GUARANTEED CIRCULATION 20,000, OR MONEY REFUNDED

This is a straightforward advertising proposition for those whose goods should be purchased by farmers. The medium is The Farmer's Magazine, a new publication with a definite field among agriculturalists. To advertisers we guarantee unconditionally that the

Farmer's Magazine

will have a *net distribution of* 20,000 *copies a month* from the beginning; and a *net paid circulation of* 20,000 at the end of *one year* from the date of the first issue. The Farmer's Magazine is the only *high class* monthly magazine of standard size in the world, devoted solely to the interests of the farmer and his family.

It will promote the betterment of social conditions in rural communities throughout Canada. It will provide information and entertainment; promote intelligent thinking upon social and economic questions; advse upon investments; give practical instruction in systematic accounting for all branches of farm business; will appeal to common sense, not to prejudice, and, in general, will promote every legitimate interest of the agricultural community.

The publishers of Farmer's Magazine are Canada's most successful publishers of class magazines, and are offering an especially low rate to advertisers, which, with guaranteed circulation, eliminates all uncertainty. Let us hear from you.

MACLEAN PUBLISHING CO., Limited
143-149 UNIVERSITY AVE., - - TORONTO

SMALLER MANUFACTURERS.

The prestige of large Canadian institutions—the cumulative effect of honest business methods, and even weak advertising tends toward trade insurance. But—what about the host of our *unknown* manufacturers who are earnestly striving to market *unknown* goods? How would they stand up in the teeth of an invader's aggressive policy?

A fourth of our population wear American boots and shoes, and yet there has been no serious attempt on the part of an American manufacturer to capture our trade. The day such an attempt is made, two-thirds of our boot and shoe manufacturers may as well shut down—because we do not know anything about their products, while we know a good deal about the products of at least a dozen American manufacturers. It may be wearisome to reiterate that advertising is the only remedy, but the fact remains. Domestic manufacturers may turn out the best boots and shoes in the world, material and workmanship may be unsurpassed, but, unless the people of Canada know that, what does the excellence of the home product amount to?

Even now it is too late in the day to attempt to save a majority of Canadian shoe manufacturers. Amalgamation and advertising will save the best. If the Leather Merger does control the boot and shoe industry of Canada, it's about time we knew it. If it does not we want a corporation strong enough to perfect boots and shoes, then brand and standardize its product through advertising.

* * *

THE SMALL MANUFACTURER'S ATTITUDE TOWARDS ADVERTISING.

There's a generally accepted superstition that a manufacturer should not become an advertiser until he is able to advertise nationally. The struggling manufacturer believes that advertising is not for him until he is in a position to invest a few thousand dollars. And, somehow, he has acquired the faith that he can then become a national advertiser.

BARGAINS

IN PRESSES TAKEN IN TRADE IN CANADA

We are offering for sale at greatly reduced prices the presses described below and now located in Canada:

HOE STRAIGHT-LINE OCTUPLE PRESS now printing the **TORONTO DAILY NEWS,** at a running speed per hour of 48,000 4, 6, 8, 10, 12, 14, or 16 pages; 24,000 18, 20, 22, 24, 28 or 32 pages.

24-Page SUPPLEMENT PRESS, now in **MONTREAL;** Running speed per hour 24,000 4, 6, 8, 10 or 12 pages; 12,000 16, 20 or 24 pages.

HOE 16-Page WEB, now printing the **VANCOUVER NEWS-ADVERTISER,** at a running speed per hour of 20,000 4, 6 or 8 pages; 10,000 10, 12 or 16 pages.

28-Page GOSS THREE DECK STRAIGHT-LINE PRESS, with color attachment, now printing the **WINNIPEG TELEGRAM.**

Three Roll (24-Page) STRAIGHT-LINE GOSS PRESS, now in **TORONTO.**

48-Page SCOTT SEXTUPLE PRESS, now in **TORONTO.**

HUBER FLAT-BED PERFECTING PRESS for forms 33½ x 51″ or smaller.

These machines will be sold at very low prices and present an unusual opportunity to add to your plant advantageously.

NOW IS THE TIME TO BUY

We have other machines to offer, new and second-hand, and will gladly give prices and full particulars on application.

R. HOE & CO.

504-520 Grand St.,
New York, N.Y.

160 St. James St.,
Montreal.

143 Dearborn St.,
Chicago, Ill.

7 Water Street,
Boston, Mass.

The superstition, like all superstitions, is absurd. The Canadian manufacturer who launches out into a national campaign, for the purpose of trying out advertising, is poorly advised. Not one in a hundred could do such a thing, and he should not if he could. In ninety-nine cases out of a hundred a factory is built to supply a local demand—at most the demand of a limited trade area. The owner of such a factory can and should advertise from the beginning. Better still, if he invests a little in advertising before his product appears. But to engage in almost any manufacturing business without considering advertising a necessity is disastrous. It is becoming more and more disastrous. Advertising is to-day just as necessary as equipment. There is no reason why you should attempt to advertise nationally at the beginning. Concentrate every dollar you can afford to invest in a limited trade area—corner a reasonable share of that trade—know that advertising pays before spreading. If the dealer is your man at the front, secure his cordial co-operation before making any strong appeal to the consumer. Some consumer advertising is so worded as to antagonize the dealer. See that yours does not. I have known a few fool phrases to practically annihilate the selling effect of otherwise strong consumer campaigns.

Few manufacturers, large or small, can afford to risk managing their own advertising—the small manufacturer certainly can not. It is always advisable to consult a practical advertising man—one who must depend on your success to win success for himself. Such a man will concentrate your advertising—he will make it a success. And he will never advise you to cover Canada—carry on a national campaign unless you have the right product and plenty of capital to warrant the investment.

One of Canada's largest national advertisers—a man who now invests $66,000 annually in advertising—began in a very small way. His first annual appropriation was less than a thousand dollars. He is now doing over one million dol-

THE MONTREAL DAILY WITNESS

THIS YEAR CELEBRATES ITS

FIFTY YEARS

OF PUBLICATION AS A DAILY PAPER.

It now stands in the forefront of Canadian daily papers. During the past year it has eclipsed all previous years in advancement.

The paper has almost doubled in size.
The Circulation has been increased by thousands.
The Advertising Space used has been almost doubled.
Every department of the paper has been reorganized.

We have, notwithstanding all this, not increased our advertising rates.

The change is about due.

FALL ADVERTISING APPROPRIATION

You should make yours **NOW.** You won't have time when the busy season comes. Make a note of this. Put THE WITNESS down for a liberal share.

Good service and adequate results are assured.

All Advertising Agencies will give you rates, or we shall be pleased to answer any and all enquiries.

THE WITNESS

MONTREAL

lars' worth of business a year, and he attributes his success mainly to advertising.

The advertiser, who lasts, generally begins in a small way. He concentrates his fire on a given territory—captures a reasonable amount of trade, then spreads gradually and cautiously.

The product of the average Canadian manufacturer is about as perfect as first-class material and skilled workmanship can make it; but the average citizen does not know anything about it.

Scatteration spells disaster in advertising, as in war. Concentration means success.

* * *

When an advertising man tells you that a farmer will look at a pretty picture—a handsomely designed advertisement—you may believe him. But—don't you believe that that will make the farmer buy goods. Homely, straightforward copy is the only thing that makes the farmer a buyer.

* * *

Some men think they know all there is to know about advertising because they have associated with advertising men for years.

* * *

The most successful advertising men on this continent have "learned well to know how much need not be known" about advertising. They simply call it "The business of creating a demand for reputable goods."

* * *

If you are determined to kick, better upholster the object.

* * *

If time were money, clocks would not be permitted to run down.

* * *

No man is a judge of human nature until he understands himself.

"The Toronto World"

(DAILY AND SUNDAY)

Has a Quarter Million Readers EVERY DAY IN THE YEAR

BRIGHTEST NEWSPAPER BEST ADVERTISING MEDIUM

GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

ADVERTISING A SURER PROTECTION THAN TARIFF.

A subscriber has forwarded the following article because he says it is conclusive evidence of the solidarity of our argument in the last two issues of Economic, on the subject. The article is from a recent issue of Printers' Ink.—By A. Rowden King.

Even the staunchest of protectionists cannot but admit that in any number of instances import duties have failed to *protect*. The American public, whether fortunately or unfortunately, "wants what it wants when it wants it." Furthermore, being one of the wealthiest peoples in the world, it has the wherewithal with which to satiate its wants, as a rule, in spite of any actions of its own lawmakers, who may take steps to "jack-up" prices on certain favorite articles by necessitating the payment of high import duties.

It is now being demonstrated that, where the exacting of customs-house payments has failed to stem the tide and turn the wilful American consumer toward home products, *advertising* can succeed. The fact is that advertising has already put scores of domestic products on their feet after decades of discouraging struggle against competing foreign-made articles. When import duties are as high as they are in many lines, *and still the public is willing to pay the cost,* the salvation of the home-producer must be sought along other lines. If mere price-comparisons are unavailing, advertising offers an excellent panacea, changing the appeal from pocket to brain.

In no other line, perhaps, is advertising doing more to undermine the sales of foreign-made goods than among the drinkables. Ask the wine merchant what advertising has done for the consumption of domestic champagnes. Although the imports of foreign-made champagnes may not have fallen off tremenduously of late years they would undoubtedly have been much larger if California champagnes had not come to be such aggressive factors in the field by employing advertising methods. The mineral waters of America have been making striking inroads on the foreign waters by just this "protective" measure—advertising.

One of the other lines of drinkables which has strongly felt this competition of the foreign-made goods is ginger ale. The custom-house figures are eloquent evidence of this fact. They show, for instance, that practically 450,000 dozen pint bottles of ginger ale and ginger beer were imported into this country in the year 1908, over $332,900 being paid on them in duty. This is a large gain over the import figures

In Planning Your Advertising Campaign Consider—

1 **The preponderance of the French-speaking** people in Eastern Canada, where they comprise 70 per cent. of the population of Montreal, and 80 per cent. of those of Quebec Province.

2 **The necessity of selecting mediums** that will place your goods before the greatest possible number of this French-speaking population.

3 **The fact that LA PRESSE of Montreal** has by far the largest circulation of any Canadian newspaper, and reaches a greater part of Canada's French-speaking population than all other French dailies combined.

4 **The fact that the circulation** of LA PRESSE in the City of Montreal **alone** is greater by many thousands than the **total** circulation of any other French daily in Canada.

5 **The fact that advertisers** who have tried it out consider it impossible to obtain anything approaching maximum results, from this field, without the use of LA PRESSE.

6 **The many other considerations,**—particulars of which may be obtained by writing the Advertising Manager, La Presse Building, Montreal, or

HENRY W. KING

Ontario Representative of

LA PRESSE

(MONTREAL)

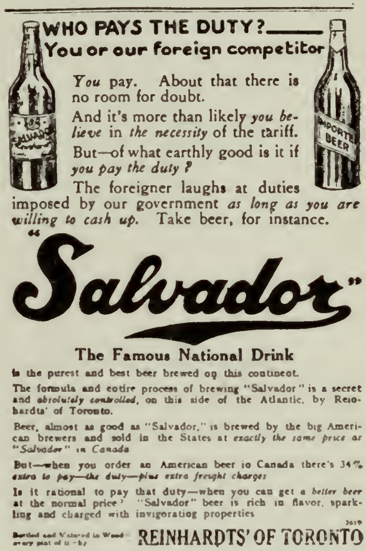
5 DINEEN BLDG., - TORONTO

of ten years ago. The foreign ginger ales like "C. & C." have used advertising in this country as an offset to the tariff thereby strengthening their prestige.

The officials of the Clicquot Club Company of Millis, Mass., are thoroughly of the belief that their ginger ale is quite the equal if not the superior, of foreign-made ginger ales, and they are determined to impress that fact upon the American consumers, marshalling advertising to their aid, as constituting a more potent force in their fight for favor with the consumer than the highest and strictest protective duties. In the interests of Clicquot Club Ginger Ale, an advertising campaign of some proportions is now being conducted. It started with the middle of May, and will continue practically through the summer. One of the prime objects behind this campaign is the changing of the public's attitude toward foreign-made ginger ales.

The rush season in the ginger ale trade naturally comes with the real hot weather, starting some time in June, when all throats begin to get parched. This being the case, the present Clicquot Club campaign was divided into two distinct parts. The first, beginning with the middle of May (before the *real* season of thirst began) was devoted to the establishment of the Clicquot Club Ginger Ale reputation as compared with the popular foreign-made ales. This was done not by assertions, as is so often the case but rather by analytical process.

Of the fifteen odd pieces of copy prepared for this campaign, the very first started out with this statement: "There are three different kinds of Ginger Ale: Domestic Imported *and* Clicquot Club." The keynote was thereby struck with the very opening gun. Note that Clicquot Club was linked with the "Imported." The argument which followed was that other Ginger Ales, including the foreign-made, have a burning sting, caused by red pepper.



WHO PAYS THE DUTY?——

You or our foreign competitor

You pay. About that there is no room for doubt.

And it's more than likely *you believe* in *the necessity* of the tariff.

But—of what earthly good is it if *you pay the duty?*

The foreigner laughs at duties imposed by our government *as long as you are willing to cash up.* Take beer, for instance.

"Salvador"

The Famous National Drink

is the purest and best beer brewed on this continent.

The formula and entire process of brewing "Salvador" is a secret and *absolutely controlled*, on this side of the Atlantic, by Reinhardts' of Toronto.

Beer, almost as good as "Salvador," is brewed by the big American brewers and sold in the States at *exactly the same price as "Salvador" in Canada*

But—when you order an American beer in Canada there's 34% *extra to pay—the duty—plus extra freight charges*

Is it rational to pay that duty—when you can get *a better beer* at the normal price? "Salvador" beer is rich in flavor, sparkling and charged with invigorating properties

2019

Bottled and Matured in Wood—every pint of it—by REINHARDTS' OF TORONTO

A Common-Sense Argument.

The second part of the Clicquot Club campaign, which is now starting, is primarily intended to be "thirst-producing." Even in this copy there are evidences of anti-foreign appeals. Little glimpses of foreign scenes are

Careful Reading is What You Want

The chances of having **your** advertisement answered are **greatly increased,** if the publication containing it is **carefully** read.

That is why a weekly publication has a **distinct** advantage over a daily.

There is time between issues for **careful reading.**

Our circulation extends from Coast to Coast, and covers all the cities and towns from Halifax to Vancouver. We would like to show you our list of subscribers in any town or Province where you are acquainted, so that you can judge for yourself the **standard** and **quality** of our circulation. When making up your advertising list, make sure that the Canadian Courier is included.

Advertising Rates and Circulation Data cheerfully furnished on application.

THE CANADIAN COURIER

THE NATIONAL WEEKLY

John P. Patterson - - - Advertising Manager.

TORONTO, CANADA

shown, and neat references to the generally-accepted reputation of foreign-made drinkables such as: "With the sparkle of champagne but without its danger, Clicquot Club." In other words, atmosphere suggestive of other lands is saddled to American-made goods at every possible turn.

The contracts call for 5,628 lines in all, two insertions a week, in a hundred newspapers in New England, New York State, New Jersey and Pennsylvania. Beside this fifty weeklies in the same territry are being used. Clicquot Club Ginger Ale advertising used to have some prominence in the advertising pages of the general magazines, but it has now largely been withdrawn. The selling plan calls for little concentration in New York City. One reason for this is that New England and the surrounding territory have been found to be particularly responsive. For another thing there are a number of ginger ales firmly entrenched in the New York City field, and it is believed wise to bide a time when the big city can be approached in a whirlwind manner, accompanied by a considerable advertising expenditure. In the meantime, the *Saturday Evening Post* is looked to to keep the name before the national market.

◆

An advertising campaign, like a dog collar, has to fit to be of much use.

$100,000
Diamond
Airship

A model of the famous "Le Scarabee," used by Count de Lesseps in his remarkable flight over Toronto, is now on view at Ryrie's.

It measures from propeller to rudder 15 inches, and is set with nearly 3,000 Diamonds of remarkable brilliancy.

Were we not the

Largest
Diamond
Importers
in Canada

such a display would be impossible—without seriously impairing our regular stock of rings, brooches, etc.

These stones represent "some" of our loose gem stock.

By purchasing immense quantities from the cutters we receive exceptionally close prices.

This means a great saving to us, which in turn becomes our customers'.

Ryrie Bros.
LIMITED
James Ryrie, Pres.
Harry Ryrie, Sec.-Treas.
Diamond Merchants
134-138 Yonge St.

ALWAYS GOOD.

WINNIPEG NEWSPAPER UNION

(Owned and Controlled by Toronto Type Foundry Company, Limited, Toronto)

Our List of Over 180 Country Weekly Newspapers

Covers the Canadian Northwest like a Blanket—and is the only reliable Ready Print list in the Canadian Northwest.

AT the present time the Western Provinces offer the greatest opportunity for increasing business; not only on account of the approaching harvest, but the rapid influx of settlers providing an ever increasing and profitable market for the manufacturers of the East. In order to reach this market and obtain your share of the national prosperity the merits of your goods must be placed and kept before the consumers in the most effective manner.

It is universally acknowledged that this can be best accomplished through the local newspapers, which are more thoroughly read than any periodical which enters the home, and we, therefore, call your attention to the list of 180 Weekly Papers of the better class controlled by us, circulating throughout Manitoba, Saskatchewan, Alberta and eastern British Columbia.

This list covers 80% of the better class of Weekly Newspapers published in the great wheat growing provinces. Your advertisement would, therefore, enter practically all the rural homes of the vast territory between Port Arthur, Ont., and Vancouver, B.C. Our advertisers are amongst the most prominent merchants and manufacturers in Canada, and that many of them have been using our list continuously for the past 15 years is conclusive proof of its value in producing results.

As new towns are built fresh additions are made to our list, so that, while covering the older settled portions of the West, we keep pace with the constant march of progress, thus placing your wares before an ever increasing prospective clientele.

In arranging your advertising campaign give our list a trial. It will pay you. We shall be pleased to send you samples of our Publications and quote rates upon advice of the size of advertisement and length of time you desire to insert.

Address

Winnipeg Newspaper Union
175 McDermott Avenue, Winnipeg

or

The Toronto Type Fdy. Co., 70-72 York St.
Toronto

HOW TO WRITE ADVERTISEMENTS.

A strong article which reveals the keynote of all good Advertising, viz., A knowledge of Human Nature the Great Essential.—By Edward Booth in The Business Philosopher.

There are two persons in every good ad-writer: the man who knows what to say and the man who knows how to say it.

Too much cannot be said of the "what to say" part of ad-writing, but for the present we will take up the "how" of saying it.

Advertisements are Siamese Twins.

Every advertisement is composed of two general parts—the "attention getter" and the sales talk matter. These are linked together like Barnum's famous freaks.

The securing of attention is the most vital and at the same time most difficult part of the work. Not but that it is an easy matter to arrest attention by a glaring display—by either big type or startling pictures. But what you are after is attention favorable to the proposition. Mark that down in black ink in your note book—*attention favorable to the proposition.*

Your ad should proclaim in terms, strong, firm, pleasing, convincing: *You want it!*

The Coupling Link.

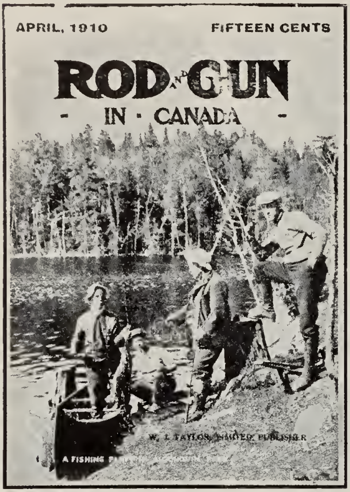
Nothing should be put into a head-line or illustration that does not pointedly refer to one or all of three things—the name of the article, the nature of the article itself, and its desirability to the reader. The more successfully all three ideas are coupled in the "attention getter" the better. If all cannot be told at once in the picture, then the rest should be told in the head-line, if that is possible.

Head-line and illustration should be so strongly coupled together that both flash into the mind on first sight of the advertisement. Moreover, these attention getters must be strongly coupled up with the opening lines of the text matter, which must be of type so legible that the arrested attention will be caught without effort—without even realizing that one is reading.

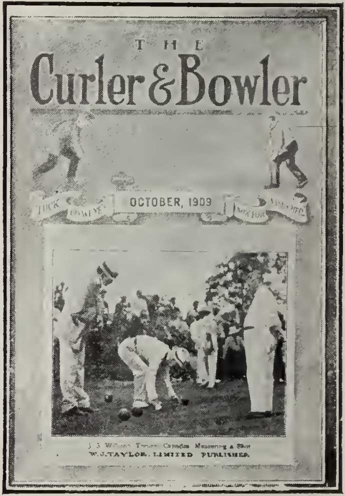
To meet these demands is what every scientific ad-writer is striving to accomplish. Seldom can this ideal be fully realized, but it must always be approximated.

A successful realization of these demands is illustrated in a recent magazine advertisement of the Porosknit underwear. A considerable amount of the full page copy was taken up with a picture of two boys clothed only in the Porosknit "summer length," vigorously boxing. The

They Cover Canada



VOL. 5, No. 10
NOVEMBER, 1909
OUTDOOR CANADA
Per Copy 10 Cents
Yearly $1.00
W. J. TAYLOR, LIMITED PUBLISHER
WAITING FOR A PASS
OUTDOOR CANADA PUBLISHING CO., SPECTATOR BUILDING, HAMILTON, ONT.



FROM OCEAN TO OCEAN

W. J. TAYLOR, LTD., Publisher

Publication Office. Woodstock, Ont. Business Office, 5 King St. W., Toronto

picture bespoke "comfort" in every movement of active exercise. Across the top of the page appeared in large black script the familiar trade mark name "Porosknit." Under that in smaller print, but large enough to be read at a glance appears, "Summer Underwear," and under that "For Men—For Boys." These were all read at a glance and the last word carried the eye right into the text. The points were all well coupled up.

Advertisements that violate these rules are so familiar as scarcely to need mention. The grocer's advertisement announcing a sale of canned corn with the picture of a pretty girl or a jumping jack is representative. *The Lynx Eye of the Adwriter.*

Every live advertising man is watching right and left for suggestions on attention getting. It is a subject that should be studied deeply.

A dear old grandmother balancing a pie suggested a fine attention getter for Kingsford corn starch.

Your object can usually best be accomplished by a common sense picturing of the article in use. Let the picture tell the story. A recent ad of the Prophylactic tooth brush did this by showing the corrugations fitting into the crevices between the teeth — the view looking down upon the tops of the teeth.

To know how to get and hold attention and indeed to make

Do you ever look for this trademark on underwear?

Some people simply ask for "underwear."

They select a garment—carefully examine shape, material, fit, etc.

And decide to **try** it.

The result is pure speculation—upon which health and comfort depend.

Do not leave this important transaction to mere chance—

Insist on the dealer showing you underclothing with the "sheep" trademark.

It's on every garment of "CEETEE" UNDERWEAR and means **absolute underwear comfort.**

A guarantee of the best material and perfect fit.

Do not be a "mere chance" buyer. Ask your dealer for "Ceetee."

In all sizes for men, women and children.

The C. Turnbull Co. of Galt, Limited
Established 1859
Galt - - - Ontario 2613

Look for the "sheep"

"CEETEE"
UNDERWEAR

ADVERTISING THAT'S MAKING GOOD.

1910 GRAIN

**Five years of unbroken success in crop estimating warrants the Fre
accuracy before the end of August. Free Press crop inspection experts are
three Western Provinces will be covered by a staff of twelve thoroughly qu
turing conditions as they exist.**

Figures of Free Press estimate for the past six years:

The Free Press went into the business of wheat estimating in the year of the black rust, 1904 August 25 of that year when American experts were putting the crop as low as 35,000,000, and local experts as high as 65,000,000, and the Dominion Government at 60,000,000. The Free Press ventured to predict that the crop would not be under 50,000,000 or over 55,000,000. At the end of theh crop year, Aug. 31, 1905, 12 months later, it was found that the actual crop had been 54,390,678 bushels.

In 1905 The Free Press estimate on Sept. 28 was 85,000,000 bushels. Actual returns of the crop of 1905, published on Sept. 5, of the following year, were 84,506,857 bushels.

In 1906 the estimate was published on August 23, and made the crop 90,250,000. The estimates that year ran all the way from 84,500,000 to 101,530,000, being the estimate of the three provincial governments, made in December, when all threshing returns were in. When at the close of the crop year, August 31, 1907, all returns were in, the actual crop proved to be 94,201,000 bushels.

In 1907, when the spring had been late and the season cold, and an unusually heavy crop was ripening very slowly, The Free Press estimate, published on Sept. 17, placed the crop at 72,250,000. The Government estimate about the same date was 110,544,000. The actual returns of the crop at the end of August, 1908, were 70,922,584 bushels.

In 1908 the Free Press estimate was published on Sept. 2, and put the wheat crop at 102,000,000. The Dominion Government estimate in December, after threshing returns were in, was 91,853,000 bushels. The Provincial Government returns

FREE PRESS

The last business
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appreciation of its s
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for the information
through the columns
copy of this resolutic
Free Press."

The resolution w
Extract from report
the Winnipeg Grain
nesday, Sept. 8, 19

Managers of Western banks, financial institutions, loan, insurance, elevator and grain companies, and Western representatives of Eastern Canada British or U.S. industrial, financial or commercial houses, make an annual practice of having the Free Press forwarded to their head offices in Eastern Canada, U.S. or Great Britain, during the period covered by the crop inspection.

The Free Press pictures with such thoroughness and fidelity every phase of Western Canadian conditions, that the leading banks and many of the large Industrial, Commercial, Financial, Insurance and Loan Corporations of Eastern Canada find it advantageous to subscribe regularly to the paper.

EDGAR J. GUY, *Eastern Representativ*

CROP

How Many Bushels Will Western Canada Produce This Year ?

'ress in promising its readers to present this information with substantial
v in the grain fields investigating crop conditions. Every district of the
ed crop inspectors who will send daily telegraphic reports faithfully pic-

PRECIATED

afternoon was the
n by W. H. McWil-
Kelly. This resolu-

a Free Press has
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after threshing, were 107,002,000. The actual returns of the crop on August 31, 1909, were 96,863,689 bushels.

The Free Press estimate for 1909 wheat crop was 118,109,000 bushels. This estimate was published Sept. 1. The Dominion Government estimate for the same date was 149,285,000 bushels. The actual returns of the crop of 1909 cannot be known until after the end of the crop year, August 31, 1910, but inasmuch as up to July 1, 115,000,000 had been accounted for as having passed inspection, been used as seed, in store in interior elevators and milled, and as a very large quantity of wheat is even yet in farmers' hands, it is not rash to state that The Free Press estimate of 118,109,000 will again be found to be substantially correct.

The claim for The Free Press estimate is not only that it is the most accurate, but that it is made at the time when accurate information can only be had by going out and actually seeing the crop, and when accurate information is of the most value in making the price of the crop.

There is no better test than the use that is made of The Free Press reports. During the period when these reports are coming in, additional copies of the paper are bought and mailed by not only grain men, but loan company managers, bankers and business men generally, to their head offices in Eastern Canada, Britain and all parts of the United States. When the estimate is out it is cabled to leading exchanges in Britain, and wired all over America.

For weeks before The Free Press inspectors go out, there are anxious inquiries from all classes of business men as to when the inspection will be made.

The Free Press is a newspaper which every manufacturer of Eastern Canada should have on hand available for reference at any and all times, and it will be mailed, postage prepaid, to any address in Eastern Canada for $4.00 per year, parts of year at proportionate rates.

If you are contemplating an advertising campaign in Western Canada, you could not do better than consult one of the recognized advertising agencies. The advertising agencies of Canada are thoroughly familiar with the Western field, and can advise you as to rates and mediums, and will gladly undertake the preparation of suitable copy.

Canada Life Building, TORONTO

The Journal

AVERAGE DAILY CIRCULATION FOR FIRST 3 MONTHS OF 1910
4,405

BESIDES HAVING THE LARGEST CIRCULATION IS THE MOST THOROUGHLY READ DAILY IN EDMONTON

AVERAGE DAILY CIRCULATION FOR MAY
4,707
AND STILL GROWING

THE EDMONTON JOURNAL

Morning Evening Weekly

M. R. JENNINGS, Editor and Man. Director
EDMONTON, ALTA.

Canada Monthly

(Formerly Canada West Monthly)

THE magazine that through its original art, exclusive literary matter, reputable advertising and sworn circulation statements, has set new standards in the Canadian field. If it is results you want include us in your Fall compaign.

Vanderhoof, Gunn Co., Limited
WINNIPEG, MAN.

any part of an advertisement vital you must know people.

Fully nine-tenths of the failures in the writing of advertisements and selling letters is due to the fact that they are written from the viewpoint of the writer, not the reader. And of these failures cleverness is the poison that kills about seven-tenths.

Recently among the ads sent for criticism and improvement to the institution with which I am connected, were two form letters which fell to my lot.

The aim of the letters was to sell cedar posts treated with a preservative.

One letter started off with a paragraph on the preservation of the statute of Diana at Ephesus by the ancients and the other began with mummification of the Pharaohs. This might have attracted the attention of college professors and high brows, but one must talk business lively if he would interest a business man looking over his morning's mail.

An excellent way to get attention is to appeal directly to the reader. Tell him to do things. Give him a direct command. "Use Pears Soap" has started many a life-long customer for that concern.

"Don't be an Adding Machine —Buy an Adding Machine" has done loyal service for the Burroughs.

There is a psychological reason for these effects of the command. It somehow hits the mind. Know the mind of your reader and you will find a way to attract his attention. Let us search then for the

Tricky Habits of the Lazy Mind

One great law to hold constantly in view:

The laziest thing nature ever made is the human mind—it will not give you attention unless you compel it.

The next point almost in contradiction to this is:

The mind likes to be taught, but it hungers for the unusual, the new. Let your advertisements teach new things or old things in a new way. The lesson must be a simple and easy one.

Don't try to teach too many things. The mind will shirk if you do. Besides too much begets confusion instead of concentration.

One of the cleverest clothing ads I ever saw taught by a simple picture that all good blue serge cloth was woven from two-strand yarn and that one could easily find out whether the yarn were one-strand or two-strand by untwisting a raveling.

Again remember that the mind in its laziness forgets as easily as it remembers. Frequently a thing has to be repeated again and again before the mind will notice it and almost always it must be repeated for the mind to remember it.

Royal Baking Powder made the people of New York get into the habit of thinking Royal

THE

NOR'-WEST FARMER

Winnipeg, Manitoba

Issued in the most progressive city of Canada for the settlers of the Great West.

Printed in good form on exceedingly good paper —to carry half-tones.

It is the most influential agricultural paper in the Canadian West.

Has the largest sworn circulation of any exclusive farm paper in Western Canada.

Consequently carries the greatest quantity of advertising in the Canadian West.

Each of these statements can be proven. Investigation asked for. There is a reason.

Sample copy and rates with all information cheerfully furnished.

Write and ask us.

THE

Nor'-West Farmer

Winnipeg, Manitoba

Shrewd Advertisers

Post Bills

THEY YIELD THE GREATEST AND QUICKEST RETURNS

We are official Representatives of the Canadian Bill Posters and Distributors Association and can handle your poster campaign in Western Canada (Port Arthur, Ont., to Victoria, B.C.) to better advantage than any other agency in Canada, from the fact that we own and operate most of the Bill Posting Plants in the larger cities of the West, and are in close touch with all the Western Bill Posters, and can get quicker action than if matters have to be referred to the East, 1,500 to 2,000 miles away.

Designs for Posters furnished on request.

Estimates and full particulars on application.

The greatest undeveloped mercantile territory in the world

Let us handle the Western portion of your appropriation.

The Lindsay-Walker Company, Limited

WINNIPEG, MAN.

Our painted displays—absolutely best in Winnipeg.

whenever they thought about baking powder, by advertising it at every elevated railroad station. As the New Yorker climbed the stairs to the platform his eye was caught by a blue enamel Royal sign on the riser to each step.

The Gold Dust twins and Cream of Wheat ads cleverly combined the idea of repetition with that of newness. The copy changes each month, but the twins and the negro chef are in each ad. A series like this frequently awakens human interest—witness the Campbell Kids.

Suggestion, the Match That Kindles the Fire.

Another point about your attention getter—it should be a powerful mental suggestion.

Now a suggestion is defined as anything that arouses thought. Your attention getter should do more. It should arouse imagination; it should arouse the lazy mind. No salesman can sell a person half asleep. But one with imagination kindled—ah! that is different. Your suggestion should start your customer imagining himself enjoying all the conveniences, comforts, savings and gains obtained by possessing the article advertised.

A recent floor varnish ad represented a glistening, varnished floor being struck with a hammer. The head line "Test it With a Hammer" followed by a catch line, "You can dent the wood but you can't crack the varnish," awakened the imagination actively. This also, is the value of the Porosknit illustration.

The force of the direct command is accounted for by its suggestivity, for it is a psychological fact that the body tends to perform the act upon which the mind is thinking. The command "Reach for your pen! Send me a postal!" sets up a strong inclination to follow out the suggestion.

The Talk That Sells.

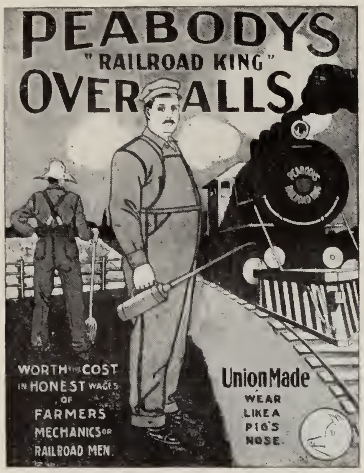
At this point the greatest skill of the ad-writer is called into play. With imagination aroused, the mind shakes off its sluggishness and becomes an exceedingly active traveller. Get busy!

Before attention can vacillate to something called up out of memory by the suggestion, lead the mind to read farther into the ad, by some brief sentence that will appeal to his interest—just as the catch line did in the varnish ad. Speak to your prospect in the shortest crispest, Anglo Saxon terms. Avoid generalities. Talk to him in particular terms describing something about the article that appeals to his own desires.

Short phrases, a mere telegraphing of a point or two, set in clear type of a size easily read is all that the reader will stand at this point.

Wear the Other Fellow's Shoes.

To know what to say, do just what you did when you studied the method of obtaining atten-


PEABODYS
"RAILROAD KING"
OVERALLS
PEABODYS RAILROAD KING
WORTH THE COST IN HONEST WAGES OF FARMERS MECHANICS OR RAILROAD MEN.
Union Made
WEAR LIKE A PIG'S NOSE.

A 2 and 8 sheet 4 color Poster

A Pleased Customer is the Best Reference

May we add you to our list

The Hough Litho Co., Ltd.

96-104 Spadina Ave.,
Toronto, Canada

ALEXANDER MacPHERSON
PRESIDENT

T. P. ADAMS, VICE-PRESIDENT

GOOD WORKMANSHIP ART BUSINESS METHODS

The oldest newspaper in Canada is "The Gazette"--Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "The Gazette."

tion, sit down and picture yourself in the shoes of your customer. Of course the name of your customer is Legion. Nevertheless you can pretty well picture him in your mind's eye as an individual—a composite representing the class.

Imagine yourself working at his work, earning his salary, living his life, rearing his family, paying his bills and above all being busy as he is busy at the moment your advertisement strikes his eye.

Then imagine the things that under the circumstances would attract and please you. Imagine how your goods would appeal to yourself under such circumstances.

The more successfully you fit your personality down into your prospect's identity the more successful will be your advertisement, letter, or prospectus.

Talk to your prospect directly—make use of the pronoun "you." Avoid as much as possible any reference to "I," or "we."

You must please, flatter, attract by an alert presentation of new or unusual thoughts or combination of thoughts.

Thus you lead your man into the reading matter, where you repeat and magnify the effects already produced. Now you are arousing desire.

Your description must usually appeal to the reader's reason, showing him it is to his interest financially or otherwise, to pos-

Good Cooking Makes A Happy Home

Is anything more irritating than to spend hours of careful thought and preparation on a dish or a meal, only to have everything spoiled in cooking? Nothing is more disappointing than to have to set such a meal before your husband——nothing is more embarassing when a guest is present.

How different it is when everything comes out just right—done to a turn—perfect. How good and proud it makes you feel—makes up for the whole day's worries. How it cheers your husband—tired from his hard days' work. How it ends the day right for the whole family

Why not have such a meal always. You can—easily.

GURNEY-OXFORD

Stoves & Ranges

make good cooking sure Their special patent double flue distributes the heat over every part of the oven—baking everything absolutely evenly. With a Gurney Oxford the under crust is always done as well as the upper—both perfectly.

In addition to perfect baking the Gurney-Oxford offers many other decided advantages.

The Oxford Economizer

Found only on the Gurney-Oxford, keeps your fire burning continuously and evenly and saves 20% of your coal bill.

Gurney-Oxford parts are interchangeable, doing away with all trouble and waiting when you need repairs.

These and many other points mean untold saving in time, work and annoyance. Investigate them—prove for yourself what they will mean in your kitchen.

Clip and send us the accompanying coupon, indicating whether you prefer a steel or cast iron range and we will forward you a catalog with full information.

The GURNEY FOUNDRY CO.
500 King Street West.
Toronto, Canada.

CUT ON DOTTED LINE

The Gurney Foundry Co.
500 King Street, Toronto, Canada

Please send me your catalog descriptive of Steel or Cast Iron Ranges.
(Indicating which by underscoring)

NAME
ADDRESS

A Homely Argument with Considerable Selling Force.

Adequate *Service*

IF asked as to what factor has contributed most to our success. we would answer *adequate service*: The willingness and ability to bring to the solution of merchandising problems, keen analytic faculties, an accurate knowledge of buying and selling, intimacy with Canadian markets and an expert and well-equipped advertising service for the preparation of real, vital selling plans and sales-creating copy—plus a whole-hearted enthusiasm to spare nothing that will increase the possibility of returns to our clients.

If you are interested in this kind of service, tell us your problem and let us help you. Write, phone or call.

GAGNIER ADVERTISING AGENCY

SATURDAY NIGHT BUILDING, TORONTO.

YOUR OPPORTUNITY

The City of Hamilton is growing rapidly, more Factories, more Financial Institutions, **MORE PEOPLE.**

The **BUYERS** of this district can be reached quickly and most effectively through the columns of the

HAMILTON TIMES

Daily and Semi-weekly. The Times is seldom omitted from a campaign where advertisers have made "result getting" in Hamilton a study.

Represented by all recognized advertising agents. Write us for rates.

Railroad Ticket and General Printing.

TIMES PRINTING CO., Limited
Hamilton, Canada.

sess the goods; or if a luxury, it must paint the enjoyment of possession in so bright colors that he either desires it more than the price or forgets altogether about the price.

Recall the fact that the mind is willing to be taught. Teach your reader. Show him the wherefores and then the whys and do it in terms that appeal to his self-interest.

If the ad be strongly and simply written attention will have passed the involuntary point before now. From now on, the reader will voluntarily give his attention. The type may be smaller and the description or selling talk more in detail now, but even yet you cannot—mind I say "cannot," not "must not" —impose upon good humor or infringe upon self-interest.

At first the reader will not give you a great deal of voluntary attention. You cannot force him to read on but you may lead him on by gently teasing from point to point.

Concentration is now the watchword. For this reason your copy cannot usually carry more than one or two strong points. It is better to drive one point strongly into the mind than to tap on a dozen points and drive in none. This, however, must be determined by the nature of the thing advertised. The detailed and specific selling talk of the Winton Six Automobile advertisement is good copy for that proposition—it would take too many ads to tell the story a few points at a time and no one prospect would see and read all.

Convince Your Prospective Customer.

Throughout, the ad must be written with the air of conviction. Don't be content with merely arousing interest. Carry conviction. Go after orders.

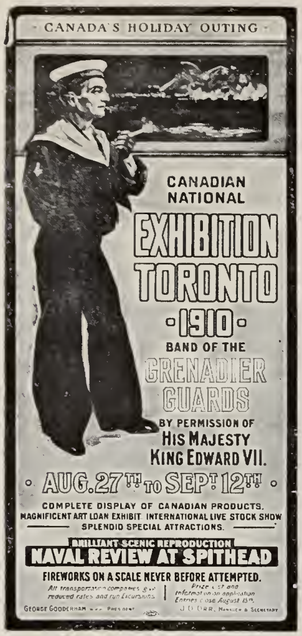
If you are advertising silk underwear, convince the man who believes he can afford cotton only, that silk is his real money saver. Talk business. Talk it with enthusiasm. Make him realize that you haven't said half you can say. Lead him to believe (and let it be the truth, too) that you have scores of good arguments yet to use.

Don't write an ad that will work a reader up to the wanting point and leave him guessing where he can get the article. Some "general publicity" copy is lacking in this. If the article cannot be procured from any retail store handling that line, either state directly where it can be bought or do so in follow-up literature. Try to clinch the sale, have a terminal, as Sheldon says.

The return coupon, conveniently placed, is the best terminal yet devised. It carries a strong suggestion for action.

◆

When the foolish one is pessimistic he'll pass up good things and when he's optimistic he'll plunge into fool ones.


CANADA'S HOLIDAY OUTING
CANADIAN NATIONAL
EXHIBITION
TORONTO
1910
BAND OF THE
GRENADIER GUARDS
BY PERMISSION OF
HIS MAJESTY
KING EDWARD VII.
AUG. 27TH TO SEPT 12TH
COMPLETE DISPLAY OF CANADIAN PRODUCTS.
MAGNIFICENT ART LOAN EXHIBIT INTERNATIONAL LIVE STOCK SHOW
SPLENDID SPECIAL ATTRACTIONS.
BRILLIANT SCENIC REPRODUCTION
NAVAL REVIEW AT SPITHEAD
FIREWORKS ON A SCALE NEVER BEFORE ATTEMPTED.
All transportation companies give reduced rates and run Excursions
Prize list and information on application Entries close August 15th.
GEORGE GOODERHAM President
J. O. ORR, Manager & Secretary

Judge for Yourself

Here is a cut of a Hanger we reproduced for the National Exhibition, Toronto. Business men who have visited our exhibit in the Manufacturers' Building know that our services are unsurpassed.

Tell us your requirements by phone or letter and we will submit suggestions and designs.

Rolph & Clark, Limited
Simcoe and Pearl Streets
Toronto, Canada

ELECTROTYPES

Our sole business is the making of duplicate Printing **Plates—Electrotypes—Stereotypes—Nickeltypes.**

For extra long runs, for fine half-tone and color work, we recommend **Nickeltypes** made by our new process. They represent the highest point of perfection in the duplicate plate line and will enable you to get half-tone results equal to the original on any size run.

We're building our business on "Quality," and we want every advertiser to know **Toronto Electrotype Quality** by testing our work.

Toronto Electrotype & Stereotype Foundry
16 PEARL ST., - - TORONTO

ADVERTISING ART AND TYPOGRAPHY

By WILLIAM G. COLGATE

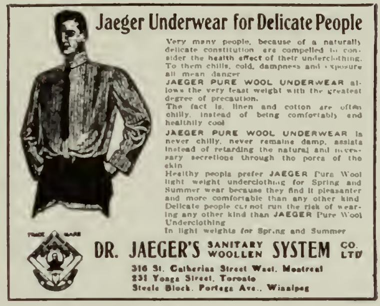
The man with a grouch—incipient or chronic—used to be asked to detail his troubles to the marines. Now, according to this teaser ad, the responsibility for the alleviation of this old world's troubles has apparently been shifted to the guardians of the peace. Whether in addition to their already multifarious duties they will consent to act as a standing target for a continuous fire of interrogation points is problematical. It would be interesting to know as a contribution to the present available sum of advertising knowledge just how many persons were able to subdue their inherent respect for the law long enough to conduct the necessary cross-examination. This particular form of teaser advertising may accomplish its purpose and then again it may not. Like the canny Scot, "I hae ma doots." Suppose we refer it to a policeman, "he knows."

PEDEAZY?

ASK A POLICEMAN HE KNOWS

* * *

As a fit subject for a guessing contest the figure depicted in the Jaeger ad. should be an excellent choice. Personally not being expert with the X-rays I prefer to leave it to those with keener eyesight to discover as to whether or not a suit of Jaeger underwear adorns this immaculate person. Lately the corsetiers in keeping with advertising progress have adopted the idea of showing how their new models emphasize the graceful lines of the latest modes in place of the archaic method of displaying their wares on beautiful damsels in chorus girl negligee to the great detriment of the morals of sapient youths and in direct, defiance of the moral code as interpreted by Inspector Stephen et al.



Jaeger Underwear for Delicate People

Very many people, because of a naturally delicate constitution are compelled to consider the health effect of their underclothing. To them chills, cold, dampness and exposure all mean danger

JAEGER PURE WOOL UNDERWEAR allows the very least weight with the greatest degree of precaution.

The fact is, linen and cotton are often chilly, instead of being comfortably and healthily cool

JAEGER PURE WOOL UNDERWEAR is never chilly, never remains damp, assists instead of retarding the natural and necessary secretions through the pores of the skin

Healthy people prefer JAEGER Pure Wool light weight underclothing for Spring and Summer wear because they find it pleasanter and more comfortable than any other kind. Delicate people cannot run the risk of wearing any other kind than JAEGER Pure Wool Underclothing

In light weights for Spring and Summer

DR. JAEGER'S SANITARY WOOLLEN SYSTEM CO. LTD

316 St. Catherine Street West, Montreal
231 Yonge Street, Toronto
Steele Block, Portage Ave., Winnipeg

Exactly what function Jaeger underwear performs in improving the masculine figure or attire is not clearly shown. Merely as a suggestion, it might be advantageous to remove the young man's outer clothing

OVER SIXTEEN THOUSAND OF THE PROSPEROUS FARM HOMES IN ONTARIO

are visited each week by the Weekly Sun, the farm business paper. These good folk take and pay for The Sun because it is a real help to them in their work. The farm weekly is read more carefully by the farmer and his family than any other paper that goes into the rural home. Advertising in such a medium naturally receives thoughtful consideration.

Every year an increasing number of shrewd **general advertisers** find their way into the agricultural press. They come in doubt and remain because it pays. That is the only reason. It is a fact that the farmers are now buying their full share of nearly every commodity on the market.

Let us send you sample copy and rate card.

THE WEEKLY SUN

61 John Street,
TORONTO.

20th YEAR.

LAST YEAR

THE HALIFAX HERALD and THE EVENING MAIL

ran a circulation contest with a $5,000 prize list and added 4,000 paid-in-advance-for-one-year subscribers to their list. That was in Nova Scotia. That contest was so successful that another one has been inaugurated this year with more than double the cash value of prizes, namely, $11,000. Last year the contest was confined to Nova Scotia. This year New Brunswick, Prince Edward Island, and Newfoundland are also competing for their share of the $11,000. Indications so far point to more than double the gratifying results attending last year's contest. Contracts will be received for commercial display advertising at the present flat rate until September 30th, when a new schedule based on increased circulation will be issued.

WILLIAM DENNIS

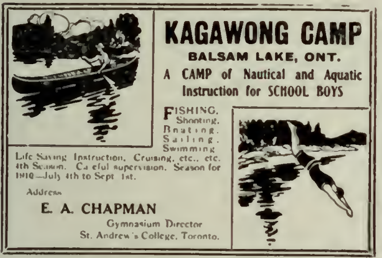
THE HERALD and THE MAIL

HALIFAX

so that he might shine forth in the resplendent glory of underwear that miraculously displaces materia medica in curing the ills to which flesh is heir. The cut in question is a noteworthy example of the desire of parsimonious advertisers to make an illustration do general utility work.

* * *

The advertisement for Kagawong Camp may not be considered a model of typographical excellence by those who are inclined to be critical. At the same time there is no denying that it fulfils in a large degree the obligations imposed upon newspaper advertising. It is clean, eye-gripping and attractive. Its two black and white illustrations are clear, strong and artistic, and convincingly picture to the reader the delightful pleasures of camping out. The copy has been well displayed, so that its salient points may be easily read. Altogether it presents an unusual example of art and utility happily combined.



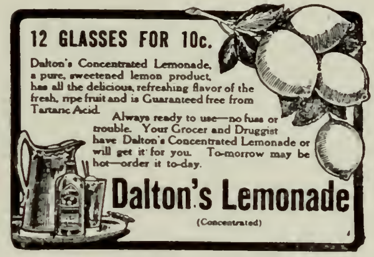
KAGAWONG CAMP
BALSAM LAKE, ONT.
A CAMP of Nautical and Aquatic Instruction for SCHOOL BOYS

FISHING. Shooting. Boating. Sailing. Swimming. Life Saving Instruction. Cruising, etc., etc. 4th Season. Careful supervision. Season for 1910—July 4th to Sept 1st.

Address

E. A. CHAPMAN
Gymnasium Director
St. Andrew's College, Toronto.

There is a simple directness in the Dalton Lemonade ad which should induce profitable results. The copy is clear, definite and concise and strongly suggestive. The layout is attractive and appropriate. There is just enough copy, and it so convincingly written as to make it a good warm weather ad. Twelve glasses for ten cents and the title and bottle label tell the story. The requisite "smack" which all food ads should have is admirably conveyed by the illustrations and text. If I might suggest a possible improvement it is that the shading be omitted from the pitcher and glasses and a type less severe in form be substituted for Gothic.



12 GLASSES FOR 10c.

Dalton's Concentrated Lemonade, a pure, sweetened lemon product, has all the delicious, refreshing flavor of the fresh, ripe fruit and is Guaranteed free from Tartaric Acid. Always ready to use—no fuss or trouble. Your Grocer and Druggist have Dalton's Concentrated Lemonade or will get it for you. To-morrow may be hot—order it to-day.

Dalton's Lemonade
(Concentrated)

* * *

Specimens of Gillette advertising in the current magazines show a radical change in the advertising policy. The portrait of the inventor which formerly embellished the copy has been displaced by a series of "pretty boy" illustrations, more or less ornamental and having slight if any direct connection with the copy. If the Gillette people intend to

How to Get Results in B.C.

The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

That was when the SATURDAY SUNSET was in its first year.

The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The
Saturday Sunset
Vancouver, B.C.

HR

Quality — Service
Fair Price

For —

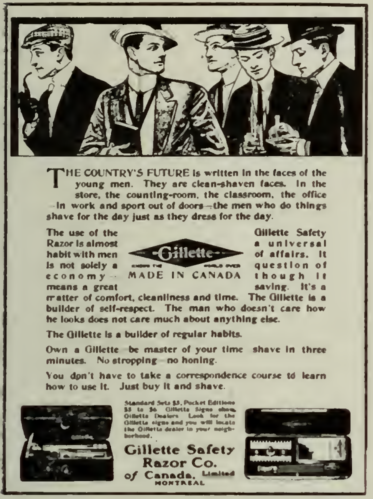
Magazines
Trade
Publications
Catalogues
Booklets

We are the people —

We create and produce the work in its entirety—designing — typesetting — printing and bookbinding

The Hunter-Rose
Company - Limited
12-14 Sheppard Street
Toronto - - Canada

insist upon the pretty picture idea, they should at least see to it that the subjects are original. It was like meeting a long-missed friend, when I discovered as the central figure of the reproduced ad, one of the young men who used to occupy a prominent place in a Crofut-Knapp ad by Penfield. If we want to be charitable we can surmise that he was offered better inducements to throw in his lot with Gillette. Conscienceless artists sometimes make strange bedfellows.



THE COUNTRY'S FUTURE is written in the faces of the young men. They are clean-shaven faces. In the store, the counting-room, the classroom, the office—in work and sport out of doors—the men who do things shave for the day just as they dress for the day.

The use of the Gillette Safety Razor is almost a universal habit with men of affairs. It is not solely a question of economy—though it means a great saving. It's a matter of comfort, cleanliness and time. The Gillette is a builder of self-respect. The man who doesn't care how he looks does not care much about anything else.

The Gillette is a builder of regular habits.

Own a Gillette—be master of your time—shave in three minutes. No stropping—no honing.

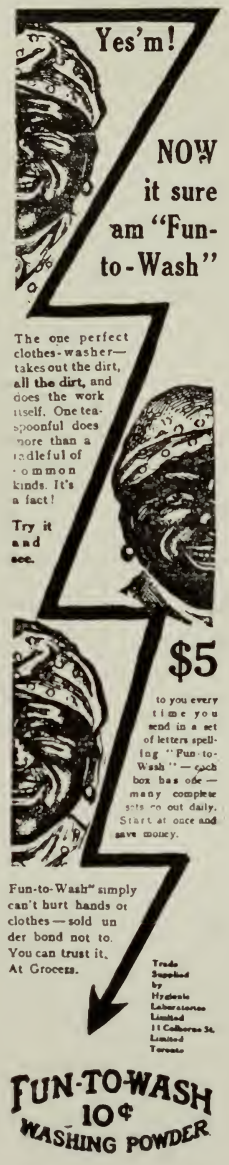
You don't have to take a correspondence course to learn how to use it. Just buy it and shave.

Standard Sets $5, Pocket Editions $5 to $6. Gillette Signs show Gillette Dealers. Look for the Gillette signs and you will locate the Gillette dealer in your neighborhood.

Gillette Safety Razor Co. of Canada, Limited
MONTREAL

* * *

The fact that vacation time is here may account somewhat for the mental aberration which evidently produced this "Fun-to-Wash" ad. So far my experience with blue Monday has been superficial and perfunctory. But I feel safe in saying that if the housewife had to undergo a horrible operation similar to that which has obviously befall-



Yes'm!

NOW it sure am "Fun-to-Wash"

The one perfect clothes-washer—takes out the dirt, **all the dirt,** and does the work itself. One teaspoonful does more than a ladleful of common kinds. It's a fact!

Try it and see.

$5

to you every time you send in a set of letters spelling "Fun-to-Wash"—each box has one—many complete sets go out daily. Start at once and save money.

Fun-to-Wash™ simply can't hurt hands or clothes—sold under bond not to. You can trust it. At Grocers.

Trade Supplied by Hygienic Laboratories Limited 11 Colborne St. Limited Toronto

FUN-TO-WASH 10¢ WASHING POWDER

The Calgary Herald

is the leading newspaper and the standard advertising medium between Winnipeg and the Pacific Coast.

Circulation 10,000 Daily

The great middle West is the best buying field in Canada. **NOW** is the time to break into it,—not next year.

The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about the Herald.

THE CALGARY HERALD

CALGARY, ALBERTA

The Morning Leader

REGINA, SASK.

Is the leading publication between Winnipeg and Calgary, covering the entire Province of SASKATCHEWAN.

CIRCULATION

Sworn statement for April,	Daily, ...	4,541
	Weekly, ...	6,682

Further particulars regarding advertising rates, etc., on application.

THE LEADER PUBLISHING CO., LIMITED
REGINA, SASK.

To cover Saskatchewan you must use THE LEADER.

en Aunty Chloe every time she used "Fun-to-Wash," I'm afraid it wouldn't play a very active part in the weekly massage of the family discards. And the cachinnatory effect would be utterly lacking.

The distribution of "Fun-to-Wash," and its introduction to the consumer, is, I presume, a serious problem with the advertiser. As such, why not give it the earnest, thoughtful, and intelligent consideration, which its vital importance demands? The humorous, bizarre and freakish should be left to those who are advertising for the fun of the thing.

The advertising of a new commodity, especially if it is intended to appeal to women, will be most successful when the medium of presentation takes the form of plain direct common-sense copy, combined with simple, pleasing typography.

It is considered axiomatic among leading advertisers that humor in advertising to women is rarely successful.

◆

You cannot drive home a stout nail by a single blow of the hammer. The advertiser who strikes repeatedly in the same spot is bound to accomplish his purpose.

* * *

Giving an ad. to a church programme, like kissing an old maid, is charity.

* * *

Fire the employee who agrees with you all the time.

PERSONAL NOTES.

Walter E. Gunn has sold his stock in the Vanderhoof Gunn Co., Winnipeg—the publishers of Canada West Monthly. His work in the company will shortly be assumed by J. B. Montgomery, Chicago, a well known American magazine man. Mr. Gunn has no plans for the future. In the meantime he is only joyously contemplating a well earned vacation.

* * *

Mr. R. S. Hunter, formerly the well known advertising manager of the Canada Furniture Company, the largest company of its kind in the Dominion, is now on the staff of the Hunter Rose Co., Ltd., Toronto.

* * *

Since the incorporation of the business of R. Hoe & Co., the well-known printing machine manufacturers in January last, the new management has had an extraordinary rush of business for large newspaper and other presses. Of web perfecting presses alone the company has sold ninety-eight since the first of the year and at the present time there are more than one hundred and fifty such machines in various stages of construction in the Hoe Works in New York.

* * *

The Vancouver World is putting in a Hoe Sextuple of what is known as the "X" pattern, with color cylinder, electrical paper roll lifts and fast folders, capable of turning 60,000 twelve-page papers per hour. The Toronto Star is about to instal a similar machine.

* * *

For the Toronto Telegram another high-speed Octuple is being made, and one of the Sextuples on which the Telegram is now printed is to be converted into an Octuple. When these additions are made the Telegram will have one of the finest plants in Canada, consisting of three large Hoe Machines.

* * *

The plant of the Toronto News is to be enlarged by the addition

Hamilton

Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc., Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

In 99 cases out of 100 the paper with a Home Circulation is the kernel of the nut for the advertiser.

In Toronto, The News is the Family Paper—read in the homes when husband and wife can get together and discuss the advertisements—in a word, when your arguments "sink in."

The wise advertiser doesn't just "include" The News in his campaign, but selects it first as his most important medium.

Don't neglect your opportunities but see that your ads. appear in

THE NEWS

Toronto's Acknowledged Home Paper.

of another Hoe Octuple with all the latest improvements.

In addition to the above Hoe mechanics are now installing a four-deck machine in the Calgary Herald Building.

* * *

Paul Johnson reports that he is not dead and that ought to be enough to satisfy subscribers who inquire about him. His book entitled "Vicissitudes in the Early Life of Cleopatra" is now in the hands of the publishers and we may hear from him in the next issue.

* * *

The catchiest cover of the month appears on the Canadian Musical Journal. The design is modelled in clay portraying the evolution of the musical instrument. The design and clay model was executed by Carl G. Beal, Legg Bros. Engraving Co.

* * *

Manufacturers and Advertisers are invited to send in their advertising matter for criticism. Also any news regarding increase of plant or changes in executive staffs will be noted with pleasure.

The advertisement that pulls also pushes.

* * *

The easiest way to establish your credit is not to ask it.

* * *

Advertising pays in proportion to the amount of conscience in it.

* * *

It is about twice as hard to insult some people as others, depending on the size of the head.

* * *

A man's reputation isn't always what he is, but it is always what people think he is.

* * *

It is always safe to keep to yourself what you think of the other fellow.

* * *

Pleasure with some people consists of doing the things they cannot afford to do.

* * *

That which a man does when thinking of something else is not properly done.

* * *

Advertising is like marriage—if it isn't a greater success than was expected it is a failure.

* * *

A man acquires a lot of wisdom after it is too late to use it.

* * *

The addition of a successful solicitor to an advertising agency's force doesn't mean better services for the advertiser. It simply means that the business man is going to have a harder time trying to escape being lassooed.

Next issue of the

Canadian

Home Journal

will be a large

HOME FURNISHING NUMBER

Advertising copy should reach our office not later than September 12th.

59-61 John Street

TORONTO

SHERBROOKE

DAILY RECORD

(Established in 1897)

The only paper giving the home news of Sherbrooke City (18,000) and the entire Eastern Townships (150,000), the English districts of Quebec Province, therefore, the most thoroughly read and best advertising medium in this prosperous territory.

Average daily circulation is

9,500

Sworn Detailed Statement supplied to Advertisers.

THE

STANDARD

St. Catharines, - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie, and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

WINDSOR is growing FASTER than any of the Provincial Cities

THE

Windsor Record

always keeps in advance of this growth.

It is the only effective advertising medium in Essex County.

(Population 60,000)

Windsor is the only Ontario city that is not covered by Toronto papers.

ADVERTISING AS A BUSINESS BUILDER FOR TO-MORROW.

"Even if Oversold—Keep on Advertising." Hugh Chalmers, the Well-Known Merchandiser, Believes Firmly in Keeping Everlastingly at it. Advertising the Only Method of Insuring Prosperity. From Printer's Ink.

When my company faced the fact that we were far oversold, and I still desired to keep up an aggressive advertising campaign, I was asked why in the world I considered it necessary to advertise?

I told my company that we were not in business for to-day only—we were in business to stay, and that to-morrow and the day after were very real factors in our permanent business success. If we intended to keep our business as active as it is to-day, I told them that advertising was a prime essential.

Automobiles are going to be sold with a great deal more salesmanship to-morrow than they are to-day. To-day the people can't get deliveries—they are clamoring for more than are made; but conditions will be different tomorrow—and the test of salesmanship and advertising will then come in real earnest.

Salesmanship—and advertising, too—is a matter of the man, and his sincerity, enthusiasm and honesty. If a man isn't honest or enthusiastic he can't convey that quality to others, and his results will be affected I find in dealing with men that they are sometimes not honest with themselves—they do not stop to analyze themselves and their efforts. They do not get over on the other side of the fence where the buyer lives. They persuade themselves into actions and words which do not ring true to the other man.

Mike Kinney's "Gimlet" is far from a bore.

* * *

A good bargain can't get past the farmer, but the city advertising chap who tries to "put one over the rube" has a rough path to travel.

* * *

It is always a question whether the advertisements that persistently warn against substitutes, or "injurious imitations," are not wasting just that much valuable space. The chances are that at least the same space could be put to much better advantage in giving arguments in favor of the article itself. The better class of buyers nowadays understand that the products that are claimed to be "just as good" as an advertised success, can not possibly be as good.

IF YOU WANT TO SELL YOUR WARES IN THE CANADIAN NORTHWEST, USE THE

Winnipeg Newspaper Union

$10.00 Will pay for *One Inch* Advertisement in the whole of the 180 Weekly Newspapers of The Winnipeg Newspaper Union, one time.

$40.00 Will pay for *Four Inch* Advertisement in the whole of the 180 Weekly Newspapers of The Winnipeg Newspaper Union, one time.

If you use Electrotypes or Stereotypes of special design, we only require FOUR.

Discounts for larger advertisements, running for over 3 months are allowed.

We show full proofs of the advertising given to us in all the papers.

The Winnipeg Newspaper Union has been established for 15 years and is the only list of Weekly Papers that covers the Canadian Northwest, and is used by all large American and Canadian advertisers.

For advertising rates apply to

WINNIPEG NEWSPAPER UNION
175 McDERMOTT AVE., WINNIPEG
or to
Toronto Type Foundry Co., Limited, 70-72 York St., Toronto

What About YOUR Advertising?

The untenanted building is *a money loser.*

The untilled farm yields *no crops.*

The idle factory pays *no dividends.*

The unread ad creates *no demand* for the goods.

Commercial success demands two things—*a product as perfect as you know how to make it*, and *advertising just as good as your money can buy.* Both are as necessary as sunshine and rain.

Woods-Norris service is of a uniformly high standard. We do not accept any business unless *all* our specialists *can give* it *personal* attention. A campaign dovetailed into the selling requirements of your business in the Woods-Norris way cannot help being profitable —*it must show actual results.*

We are ready to discuss selling plans with a few more manufacturers this season. Our ideas and suggestions place you under no obligation.

WOODS-NORRIS LIMITED
GENERAL ADVERTISING AGENTS
MAIL BUILDING
TORONTO, CANADA.

The Globe

TORONTO, SEPT. 1st, 1910

TO ADVERTISERS AND AGENCIES:

YOUR ATTENTION IS RESPECTFULLY DIRECTED TO THE NEW SCHEDULE OF ADVERTISING RATES OF THE GLOBE, TO BECOME EFFECTIVE OCT. 1st, 1910.

THE NEW RATES ARE NOT MORE THAN TWENTY PER CENT. IN ADVANCE OF THE RATES IN FORCE WHEN THE GLOBE HAD BUT FORTY PER CENT. OF ITS PRESENT CIRCULATION.

UNTIL OCTOBER 1st CONTRACTS
RENEWED AT CURRENT RATES

OCTOBER, 1910

Economic Advertising

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WOODS-NORRIS LIMITED
Publishers
MAIL BUILDING, - - TORONTO, CANADA

THE REASON WHY

The Daily World

OF VANCOUVER, B. C.

carries more paid advertising than any other paper on the face of the Earth.

Its Circulation is paid for by the subscriber.

Dead head circulation never did pay the advertiser.

The Vancouver World during the first half of 1910 carried almost as much advertising as the three largest papers in the United States combined.

Total advertising during first half 1910:

Vancouver World = 10,597,956 Lines

Chicago Daily News, New York Evening Journal, New York Evening Telegram, combined, 10,683,422 Lines.

An Honest Circulation means
Results for the Advertiser

TRY IT

A Monthly Magazine published in the Interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12 00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, October, 1910. No. 10

Straight Talks

GUARANTEED ADVERTISING.

THE following conversation will, we believe, interest the majority of our readers. It took place between a manufacturer and the writer several days ago. Said the manufacturer: "Our product is as perfect as we know how to make it. It compares favorably with competing lines. As you know, it is guaranteed—the article must live up to every claim we make for it, or the purchase money is refunded. Now why don't you advertising men guarantee results?"

The question was not altogether unreasonable. We should be able to guarantee results under certain conditions—forecast approximate returns. This is as near the exact words of my reply as I can remember: "I cannot speak for all advertising men, but I can guarantee results under certain conditions. Let us look over *your* guarantee, sir! You specify numerous *indefinite* conditions. Nineteen buyers of your product out of every twenty are apt to overlook some, perhaps several, of the conditions surrounding your guarantee. It makes nice reading. It *may* impress. But—it is *not* legal. A disgruntled customer could not collect, unless you were graciously disposed. Plainly you under-estimate the intelligence of your probables. That's fatal. Your too wordy guarantee would practically render

Collier's

THE notable articles scheduled to appear in the coming issues of Canadian Collier's insure its being read by many who are not regular readers of Collier's.

The 30,000 bustling, well-to-do Canadian homes in which Collier's is a regular visitor have the money and the desire to buy not only the necessities for their homes, but many luxuries also.

These regular subscribers, together with a host of extra readers, will give your message a hearing with a body of people whose purchasing power is tremendous.

E. C. PATTERSON
Advertising Manager
NEW YORK CHICAGO BOSTON
A. H. BLIGHT
Canadian Advertising Manager
47-51 King Street West, TORONTO

strong selling copy ineffective and your copy has never been notable."

My friend was inclined to be argumentive. He admitted that his advertising *expenses* for the last year amounted to $12,000. And he reasonably expected some tangible returns; but unfortunately they didn't materialize. Therefore he insisted on knowing exactly why advertising men did not and would not guarantee advertising. And because my friend is representative of a type or class of manufacturers a study of the points involved may be interesting.

* * *

WORTHLESS GUARANTEES.

There are any number of guarantees appearing in advertising that should never be printed. They are worse than worthless for the simple reason that they wreck the effectiveness of otherwise fair copy. Cumulative effect is completely destroyed. A writer in *Agricultural Advertising* says:

"A wringer brought into my household had stamped on it in big letters, 'Guaranteed for three years.' One of the clamps proved defective and broke in a month or so, and I casually asked if it would be replaced. 'Oh, no,' said the retailer, 'only the rolls of a wringer are guaranteed.' 'The guarantee does not so state,' I replied. 'Ah,' he continued, with a superior smile, 'everybody who knows anything about wringers knows that only the rollers of a wringer are guaranteed; that is understood.' I got rather warm and undertook to impress on him that the purchasing public had a right to think that a machine was generally and wholly guaranteed if 'Guaranteed for three years' was the unqualified wording of the guarantee, and I wrote to the manufacturer, suggesting that if only the putty in the screw holes or the paint was guaranteed he should make that point clear. The defective part was eventually made good, but when guarantees are combatted in such fashion, what good do they do?

"Another example: I bought a guaranteed shoe. The leather of the upper burst in six weeks, and I asked what should be done about it. After much examination and talk, I was

THE CANADIAN GROCER'S FALL NUMBER, OCTOBER 28th.

SPECIAL FEATURE:

THE SELLING POWER OF THE DEALER

To avoid, for the moment, all chance of an argument, we are going to allow that consumer advertising accomplishes just about what is claimed for it by even the solicitors for certain advertising agencies.

We'll say Amen to most every argument they have used in getting or trying to get your business.

But do they go far enough?

Let's look at the matter in a sane, reasonable way.

Say you manufacture a table delicacy. You advertise it extensively to the general public. Yet every dealer in Canada has dozens and dozens of customers who do not use it. They regard it as unnecessary—as beyond their means—as an extravagance.

In only a small percentage of cases will advertising alone overcome their prejudice. Personal salesmanship is necessary.

And because a large proportion of these people could afford to use your line, and would become good buyers of it were they persuaded to make the first few purchases, it is essential that you bring this personal salesmanship to bear on the situation—the salesmanship of the dealer.

Until you do this you never can secure more than a portion of the possible demand for your goods, no matter how much money you spend on consumer advertising.

At the vital moment of sale it is the dealer, backed by his personality and his flesh-and-blood power to persuade and suggest, who stands face to face with the customer. And that is the time when selling work counts for most.

That is the time when the dealer can broaden the scope of demand for goods which do not come under the head of necessities, and, as well, raise the standard of the consumer's purchases of tea, coffee, flour and most of the other staple articles.

We are told by some of the largest U.S. and European manufacturers that the Canadian retailer is a higher grade merchant than the grocer of their own countries; that his selling ability is capable of development to a marked degree.

As stated above, the big feature of the Fall Number will be "The Selling Power of the Dealer."

By means of actual experiences of the brightest grocers in Canada, we will rouse the entire retail trade to a consciousness of the value of its salesmanship—of its ability to create large demand for worthy goods.

This work is highly educational. It will be successful.

While this general educational work is progressing in our editorial columns, our advertising pages offer you an opportunity rich in possibilities to direct the selling power of the dealer to your goods.

Copy must be in by October 20.

THE CANADIAN GROCER

Montreal Toronto Winnipeg
Vancouver

told to get the most wear I could out of the pair and that I would get a reduction on my next purchase. When I stood firmly on the guarantee, the shoe, with reluctance, was shipped back to the factory. In about a month, after I had made three fruitless trips to the store and in the meantime had worn out a good pair of patent leathers, word came that though the shoe was not defective the company would make good. I haven't bought another pair of that brand and probably never will."

I am inclined to believe that the instances cited by the above writer are not so very extraordinary. For the simple reason that there are more than a few *complex* guarantees appearing in current advertising. There are signs on the advertising horizon that indicate a time in the near future when publishers will express strong disapproval of wordy guarantees that mean nothing. On the other hand it is not too much to assert that the manufacturer who prints a meaningless guarantee coaxes trouble.

A legal money-back guarantee is the strongest point of any selling talk.

A complex meaningless guarantee destroys the force of otherwise strong advertising.

The intelligence of ad-readers averages high.

To blanket the country with a wordy, meaningless guarantee is simply to create an army of people who will wield a tremendous influence against your selling organization.

If you print a guarantee, make it simple—word it in such a way that misconstruction is impossible—make it legal and stand cheerfully back of every word of it.

That sort of guarantee deserves a conspicuous place in your advertising. And it pays.

* * *

WHY ADVERTISING IS NOT GUARANTEED.

Advertising is a new business. Countless methods of creating a demand for a product present themselves. Different minds look on the problem of distribution from different angles. Only a few advertising men seem to have discovered the fact that the advertiser's interests and theirs are mutual. The old-

"The Name **HOE** Synonym for Durability and Reliability"

From THE MONTREAL HERALD

Messrs. R. Hoe & Co., July 21st, 1910.
Grand St.,
N. Y.

Dear Sirs:—

We have to-day handed your Mr. Gallien an order for the completion of our Octuple Press, the first half of which we received from you nearly five years ago. We have this week taken down this first half in order to remove it to other premises, and we are both surprised and pleased to be able to say to you that not the slightest sign of wearing is to be found in any of its parts. We fully expected that, after five years' continuous use, some repairs would be found necessary, but your machinists advise us that the press is in as good shape as when it was erected.

In the domain of press-building the name of "Hoe" has for many years been considered the synonym for durability and reliability, and we are happy to say that our experience as illustrated above proves the justice of this use of the word.

Yours truly,
THE HERALD CO., LIMITED,
Jas. S. Brierley, President.

When You Want the Best in Printing Machinery apply to

R. HOE & CO.

504 - 520 Grand Street, New York, N.Y., U.S.A.

ALSO AT

7 Water St., BOSTON, MASS. 143 Dearborn St., CHICAGO, ILL.
160 St. James St., MONTREAL, Can.
109-112 Borough Rd., LONDON, S.E., ENG.
8 Rue de Chateaudun, PARIS, FRANCE.

time advertising agent was a space broker purely and simply. He sold space much the same as the mining broker sells mining shares. The more space he could sell an advertiser the better it paid him. Space was peculiar in this respect. The more worthless it was the more money the broker made. And he sometimes needed money very badly—so much so that his attitude towards the advertiser was never *extremely* magnanimous.

The advertising business was born in vagueness and raised on dreams. It is just beginning to emerge from cloudland. Correctly speaking, it emerged about a dozen years ago; but few advertising men, even now, have accumulated sufficient data to unhesitatingly guarantee their service. For this they should be honored. More upright are they than the manufacturers who print meaningless guarantees over their names. However, the day of guaranteed advertising is not yet.

* * *

KENNEDY'S PLAN.

John E. Kennedy evolved a plan some time ago that promised fair to reduce advertising to an exact science. His idea was the creating of an Advertising Institute for the purpose of investigating methods and accumulating data. Advertising successes and failures do not happen—they are caused. The Institute was to trace results to their beginnings. Approved methods as well as doubtful were to be analyzed. A select committee of broad-minded, experienced advertising men were to microscopically examine all sorts and conditions of publicity—record their findings and the reasons for them. The plan involved a great amount of work and the exercise of far-sighted business sense by national advertisers. It is incredible, but it is true that the advertising clubs of America have shelved the plan or dropped it altogether. And mind you this plan, properly operated, would have ripped out experiment and guesswork, placed advertising on a sound and scientific foundation and saved millions of dollars annually. The operation of a National Institute along the lines suggested by Kennedy would

"The Toronto World"

(DAILY AND SUNDAY)

**Has a Quarter Million Readers EVERY DAY
IN THE YEAR**

BRIGHTEST NEWSPAPER BEST ADVERTISING MEDIUM
GET THE LATEST RATE CARD

THE WORLD NEWSPAPER COMPANY, TORONTO

have given us "Guaranteed Advertising" in the broadest and fullest sense.

John E. made the mistake of supposing that a majority of men in the advertising business were advertising men. He laid his plan before the wrong tribunal. Had he selected twelve of the biggest and broadest advertisers on the continent—got them together and figured out the saving the operation of the Institute would have meant to them collectively and individually, I am inclined to think his plan would have been well on the way to a successful working basis.

* * *

FAVOR GUARANTEED ADVERTISING.

Personally, I am in favor of "Guaranteed Advertising." The measure of success, attained by some agencies, is only explicable on the grounds that they have foretold results, approximately at least. They know that a certain amount of money invested in advertising under certain conditions will produce certain results. $12,000 invested in advertising should prove profitable—there should be tangible results. Otherwise something is wrong. That point cannot be too strongly emphasized. The agent or adviser who cannot promise tangible returns on an investment of $12,000 should quit the advertising business. That amount can be either spent or invested. There is a difference—so great a difference that I advise advertisers to carry the argument to its logical conclusion.

If I go to a realty agent seeking an investment for $12,000 he will give reasonable proofs of the solidarity of one or more investments. He will give me an approximate idea of what returns I may expect on the amount on a given period. The practiced advertising agent can also give approximate results—tell what the result of a given amount invested in advertising is likely to be. You will tell me that that is very indefinite language. It is meant to be. For this reason. The advertiser too frequently fetters the business-creating powers of his agent or adviser. But—tell us all you know about your product—enough to make us as enthusiastic about it as you are yourself—

J. J. PALMER, President. J. C. PALMER, Vice-President.

Toronto Type Foundry Company, Limited

70 YORK STREET - - TORONTO

CANADIAN AGENTS:

Miehle Printing Presses
Colt's Armory Presses
Brown & Carver Cutters
American Type Founders Co.
Chandler & Price Gordons
Falcon Presses
Waite Die Presses
Southworth Punches
Hamilton Mfg. Co.
Brehmer Wire Stitchers
Rosback Perforators
John Royle & Sons
Miller Saw Trimmer
Waite-Sheard Rulers
Mentges Folders
Peerless Gem Cutters
P.D. Roller Washers
Challenge Machinery Co.
Hoole Machine and Engraving Works

OUR OWN BRASS RULE DEPARTMENT

Everything for the Printer

REBUILT PRINTING MACHINERY OF EVERY DESCRIPTION.

Send for Illustrated Booklet.

BRANCHES:

MONTREAL
345-347 Craig St., West

WINNIPEG
175 McDermott Ave., East

REGINA

CALGARY

LONDON OFFICE
8 Bouverie St., London, E.C.

Cable Address "TORTYPE" Toronto
"TORTYPEN" London, E.C.

let us carefully consider your distribution problems and know the ability of your selling force to make good—let us invest your money where we have reasons for believing it will do you most good, and we'll guarantee tangible results under normal buying conditions.

That is the language of the experienced advertising agent. If he is allowed to dove-tail a business-creating campaign with the efforts of your sales organization, he *will show you tangible results.*

* * *

MORE CONFIDENCE WANTED.

The first step towards the realization of strictly "Guaranteed Advertising" is more confidence between the advertiser and his adviser. The former's product should be good, the latter's knowledge of the business indisputable. Also, a closer harmony between the agency and the selling force is desirable in most cases and would be profitable.

◆

Pass the word along—Good news, good times, good cheer.

* * *

Right now is the farmers' buying time.

* * *

Hitting the high places leads to an ultimate swamp.

* * *

Welcome legitimate competition. It's a wholesome boost to your own initiative.

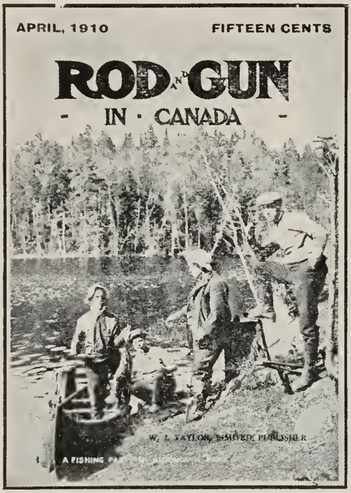
* * *

The day has come when the surface-worker has reached the jumping-off place. You've got to know your stunt, and know it *deep* to stick—and grow—and win.

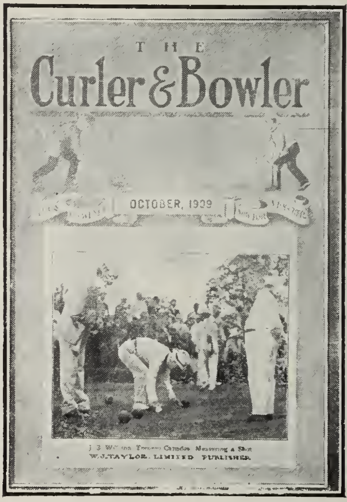
* * *

Business success is like going over a turning pole. If you start too slowly and heavily, you'll stick at the crucial moment. But the right force and momentum will enable you to complete the circle easily and gracefully.

They Cover Canada



VOL. 5, No. 10.
NOVEMBER, 1909
OUTDOOR
CANADA
Per Copy 10 Cents
Yearly $1.00
W. J. TAYLOR, LIMITED, PUBLISHER.
WAITING FOR A PASS
OUTDOOR CANADA PUBLISHING CO., SPECTATOR BUILDING, HAMILTON, ONT.



FROM OCEAN TO OCEAN

W. J. TAYLOR, LTD., Publisher

Publication Office. Woodstock, Ont.   Business Office, 5 King St. W., Toronto

CONCENTRATE YOUR FIRE!

A Majority of Advertisers Cannot Afford to do Otherwise, but Some are Irrevocably Wedded to the Process of "Scatteration." Read what Seth Brown has to say on the Subject—he knows how to say it.

October is here. Stop a moment, Mr. Advertiser, and consider what you have done with your appropriation since it was made last January. How many tons of folders, pamphlets and booklets have you sent to your sleepy, unappreciative dealers? How many dollars have you spent for double-page spreads in trade papers of doubtful circulation just because some glib solicitor told you it was a "special edition" and all your competitors would be there? How many dollars have you spent in wasteful forms of "specialty advertising"? You hesitated over a very pretty watch fob of real leather with a dainty pearl trinket attached that would have made a gift of real "pulling power," because it was expensive, to buy five thousand cheap, imitation leather card cases which the ungrateful recipients promptly threw away.

When will the average advertiser learn to concentrate his fire? When will he learn that a series of heavy volleys fired into a prosperous community will accomplish five times more good than a scattering, hap-hazard distribution over this big country?

Success in advertising is not a question of distribution for the small advertiser. Distribution is success for the big national campaigner who can afford and expects to use the magazines, the newspapers and the billboards in a nation-wide quest for business.

LITTLE DIGESTERS

What does your disordered stomach cost you per annum?

Take a soft pencil and **figure** it out.

Your wearied, poorly nourished body calls for **two hours more** sleep than the healthy man requires.

Count three hundred working days to the year and mark down **six hundred wasted hours.**

Even suppose your earning capacity is limited—**what's the sum total?**

A **goodly** balance to have in the bank surely!

Add to this the unnecessary torture you must undergo—

Also the fact that stomach troubles cause **most** failures and **much** unhappiness.

Size up the alarming deficit as it stands, and you'll certainly go to your druggist and buy a little red box of

"Little Digesters"

Because **"Little Digesters"** are **absolutely guaranteed** to cure even **chronic** cases of Indigestion and Dyspepsia.

Their **curative properties have been tested** in thousands of cases similar to yours.

These curative qualities are **positively known.**

So much so that The Coleman Medicine Co. **legally contract** to return your money if **"Little Digesters"** fail to cure you.

Now ask yourself this question—

> **Could any reputable company publish an announcement like this in reputable newspapers unless they were positive of the curative properties of their medicine?**

They certainly could not.

Suffer no more!

Add to the joy of living and increase your earning capacity by buying a little red box of **"Little Digesters"** to-day.

A **"Little Digester"** after each meal **will keep** your stomach in **perfect** condition.

One box will have **beneficial** results even if your Indigestion or Dyspepsia **is** chronic

Six boxes will effect a **lasting cure.**

> **"Little Digesters" are a compound of the purest and best drugs money will buy. Your family physician will recommend them—or write out a similar prescription.**

25 cents the box—at your druggist's or by mail

The Coleman Medicine Co., Toronto, Ontario

LITTLE DIGESTERS

THIS ADVERTISING IS MAKING GOOD.

WESTERN CANADA

Its increasing importance as a market for Eastern Canadian manufactured products strikingly illustrated by the growth in circulation of the

FREE PRESS

WINNIPEG

	Daily Average.
1901	**13,862**
1902	**15,341**
1903	**18,824**
1904	**25,693**
1905	**30,048**
1906	**34,559**
1907	**36,852**
1908	**37,095**
1909	**40,890**
1910 (first seven months)	**44,441**

Average Circulation for August, 1910:

Daily	**47,330**
Weekly	**25,357**
Total	**72,687**

Most profitable field in the Dominion for the advertiser. The Eastern Canadian Advertising Agencies thoroughly know the ground, they can tell you all about the mediums to use, the cost of a campaign, and will undertake the task of preparing your copy.

Such campaigns, however, are comparatively few and are the exception rather than the rule.

Suppose one of your salesmen suggested that you send him all over the country after business, making only one call on each "prospect." Would you consider it good business? There is quite as much sense in spreading your advertising ammunition over an entire continent, making an occasional impression here and there and then failing to follow it up.

If you have been disappointed in results from last year's appropriation, don't blame the advertising. Take a glance at your books, apply a little common-sense to the problem of distribution and doubtless you will find the reason.

Nature honors no overdrafts.

* * *

Beat the sheriff to the advertising.

* * *

Time doesn't fly when one is watching it.

* * *

Only the fool is hit twice in the same place.

* * *

The school of experience knows no vacation.

* * *

The mule has a will of his own from head to heels.

* * *

Better to use your friends than to have your enemies use you.

If a man has a big heart, the size of his head is not so important.

* * *

Everything that has been written has happened to somebody.

* * *

It is well to expect a lot if you are prepared to accept less.

* * *

Western Canada Flour Mills Company
Purity
Manitoba Hard Wheat
PURITY FLOUR
"More bread and better bread"
35
Pleases people hard to satisfy

We Love the Dainty Lady, but—
What About Purity Flour?

The age of discretion lies 30 minutes this side of the grave.

* * *

Where half of a letter is an apology, the other half ought to be.

MONTREAL, October 6th, 1910

Mr. Advertising Man:

You know the value of advertising, the results it brings.

We believe in it, for our own magazine as well as for your product.

THE CENTURY aims to have 100,000 subscribers in Canada.

For your benefit we want to get them as soon as possible. Of course WE won't lose by it.

You must have noticed our ads in all the leading daily papers and in other weeklies throughout Canada.

With such publicity coupled with our exceptional offer of our magazine for $1.00, you can easily figure out what the result will be.

We are going to keep up the effort to get the 100,000 subscribers. There will be something doing all the time.

Soon the advertising rates will have to go up. You can save money by reserving your space now. We will gladly tell you what THE CENTURY has done for its advertisers. Do you want to know about our offer on 5,000 and 10,000 line contracts?

Sincerely yours.

THE CANADIAN CENTURY.

P.S.—All our back covers, in colors, for 1910 have been sold, but there is good picking among the 1911 open dates.

PUBLISHERS' ADVERTISING.

A Department Conducted for the Purpose of Dispelling the Delusion that Publishers, as a Class, do not Believe in Advertising. Samples of Newspaper and Periodical Advertising will be Acknowledged and Commented on in the Order in which they are Received. "Taking One's Own Medicine," an Article on The Canadian Century's Campaign, by A. H. Wilkins.

One of the first questions asked by many manufacturers when solicited for advertising by a publisher or his representative is, "Why don't you advertise, if you have such absolute faith in publicity?"

And this question has been asked with reason. Until recent years the advertising publisher was a rarity. But now several of the larger newspapers and periodicals carry on advertising campaigns that would surprise the average advertiser.

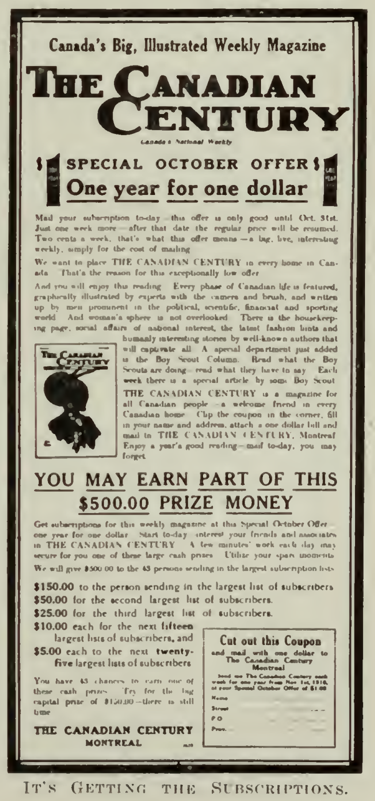
Probably one of the most noteworthy advertising campaigns ever planned by a Canadian publication, or even a general advertiser, is that now running in the newspapers for the *Canadian Century*.

Several features are especially interesting, and should be instructive to national advertisers.

The *Century's* campaign affords a striking illustration of the effect of John E. Kennedy's article entitled "Intensive Advertising."

Subscriptions represented the commodity for sale—$10,000 was the amount to be expended—and Canada was the territory.

As the object was to reach all points of the Dominion, concentration as to territory was impossible. The alternative was—



Canada's Big, Illustrated Weekly Magazine

THE CANADIAN CENTURY

Canada's National Weekly

$1 SPECIAL OCTOBER OFFER $1

One year for one dollar

Mail your subscription to-day—this offer is only good until Oct. 31st. Just one week more—after that date the regular price will be resumed. Two cents a week, that's what this offer means—a big, live, interesting weekly, simply for the cost of mailing.

We want to place THE CANADIAN CENTURY in every home in Canada. That's the reason for this exceptionally low offer.

And you will enjoy this reading. Every phase of Canadian life is featured, graphically illustrated by experts with the camera and brush, and written up by men prominent in the political, scientific, financial and sporting world. And woman's sphere is not overlooked. There is the housekeeping page, social affairs of national interest, the latest fashion hints and humanly interesting stories by well-known authors that will captivate all. A special department just added is the Boy Scout Column. Read what the Boy Scouts are doing—read what they have to say. Each week there is a special article by some Boy Scout.

THE CANADIAN CENTURY is a magazine for all Canadian people—a welcome friend in every Canadian home. Clip the coupon in the corner, fill in your name and address, attach a one dollar bill and mail to THE CANADIAN CENTURY, Montreal. Enjoy a year's good reading—mail to-day, you may forget.

YOU MAY EARN PART OF THIS $500.00 PRIZE MONEY

Get subscriptions for this weekly magazine at this Special October Offer—one year for one dollar. Start to-day—interest your friends and associates in THE CANADIAN CENTURY. A few minutes' work each day may secure for you one of these large cash prizes. Utilize your spare moments.

We will give $500.00 to the 43 persons sending in the largest subscription lists.

$150.00 to the person sending in the largest list of subscribers.
$50.00 for the second largest list of subscribers.
$25.00 for the third largest list of subscribers.
$10.00 each for the next **fifteen** largest lists of subscribers, and
$5.00 each to the next **twenty-five** largest lists of subscribers.

You have 43 chances to earn one of these cash prizes. Try for the big capital prize of $150.00—there is still time.

THE CANADIAN CENTURY
MONTREAL

Cut out this Coupon
and mail with one dollar to
The Canadian Century
Montreal

Send me The Canadian Century each week for one year from Nov. 1st, 1910, at your Special October Offer of $1.00

Name
Street
P.O.
Prov.

IT'S GETTING THE SUBSCRIPTIONS.

The Tariff or Advertising?

The fallacious theory of the manufacturer who believes that a tariff wall is sufficiently adequate to protect him against foreign competition, reminds one of the Chinese soldiers, who, not more than a generation ago, wore armor to protect them against the onslaughts of a modernly-equipped foe.

Imagine antiquated armor stopping modern projectiles shot from a Maxim or Krupp gun.

Imagine the **passive** tariff wall attempting to offset the **active,** intelligent, and well-directed efforts of the foreign advertiser who is spending thousands of dollars to develop a market in Canada.

If the possibilities of the Canadian market are great for the American Advertiser, what must they be for the Canadian Manufacturer?

We have made a study of the Canadian market in all its aspects and we are prepared to discuss the matter with any one really interested.

Write us or call.

**GAGNIER
ADVERTISING
SERVICE**

**Saturday
Night
Building**

**TORONTO
ONTARIO**

the period the advertising was to run.

And this was the plan mapped out and now being executed:

The entire campaign limited to one month, October, to include:

Advertisements, averaging 300 to 400 lines, to appear in *every* issue of a selected list of dailies and weeklies, 33 in all, during the month.

Each day the facts surrounding the special October offer, one year for one dollar, and the prize contest, were driven home.

Every day the story of the *Canadian Century* is carried into the home, driven home irresistibly by the continual bombardment. No opportunity is given the prospective customer to "put off until to-morrow."

The offer being only good for one short month—and that fact emphasized each day.

The wisdom of such action is already proved by the continual stream of subscriptions pouring into the *Canadian Century* offices.

The final reckoning is awaited with considerable interest, and all advertisers might study the whole campaign profitably.

Very few things are as important as they seem—including people.

* * *

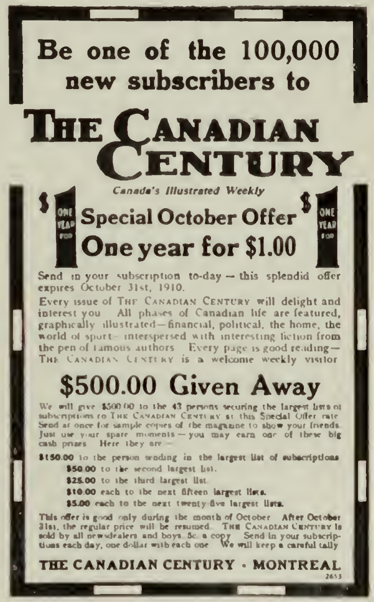
An advertisement that has to be accompanied by an explanation is a waste of advertisement and explanation.

When a man understands himself the world has no mysteries for him.

* * *

The man who watches his competitors is likely to overlook a good deal that goes on in his own house.

* * *



Be one of the 100,000 new subscribers to

THE CANADIAN CENTURY

Canada's Illustrated Weekly

$1 ONE YEAR FOR

Special October Offer

One year for $1.00

Send in your subscription to-day — this splendid offer expires October 31st, 1910.

Every issue of THE CANADIAN CENTURY will delight and interest you All phases of Canadian life are featured, graphically illustrated—financial, political, the home, the world of sport—interspersed with interesting fiction from the pen of famous authors Every page is good reading—THE CANADIAN CENTURY is a welcome weekly visitor

$500.00 Given Away

We will give $500.00 to the 43 persons securing the largest lists of subscriptions to THE CANADIAN CENTURY at this Special Offer rate Send at once for sample copies of the magazine to show your friends Just use your spare moments — you may earn one of these big cash prizes Here they are —

$150.00 to the person sending in the largest list of subscriptions
$50.00 to the second largest list.
$25.00 to the third largest list
$10.00 each to the next fifteen largest lists.
$5.00 each to the next twenty-five largest lists.

This offer is good only during the month of October After October 31st, the regular price will be resumed THE CANADIAN CENTURY is sold by all newsdealers and boys 5c a copy Send in your subscriptions each day, one dollar with each one We will keep a careful tally

THE CANADIAN CENTURY · MONTREAL

2653

GOOD LITERATURE ADVERTISING.

Any one can make himself useful at times by keeping out of other people's way.

* * *

The way a scheme works depends more upon the worker than the scheme.

* * *

Until success is better understood, try to improve upon your failures.

The Toronto Daily Star

Circulation for the month of August was 1,829,100, being a net daily average for 26 days of

70,350

Just 18,500 more than its next nearest competitor in the evening paper field in Toronto.

Mostly all of the big national advertisers have taken note of the almost phenomenal growth of THE STAR circulation, and that is why no advertising campaign of any importance which seeks to draw trade from Canada—especially Toronto and the Province of Ontario—but counts THE STAR on its list of most profitable mediums.

THE STAR'S circulation figures have been verified by the Actuary of the Association of American Advertisers. Circulation records open to any advertiser for examination.

For Rate Card and all particulars address

ADVERTISING MANAGER,

The Toronto Daily Star

TORONTO, CANADA

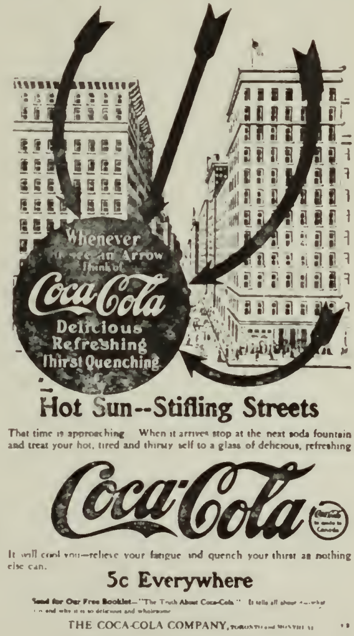
FITTING COPY TO SECTIONAL VARIATIONS.

Odd Mistakes sometimes made by Advertisers. The Reference to Coca-Cola Peculiarly Appropriate, because that Company's Ad, reproduced, appeared in Canadian Dailies when every Soda Fountain was Shut Down for the Season. An Article from Printer's Ink, by Frank T. Hill.

This country is pretty big, after all, despite our means of communication and national spirit. Climatic conditions are very varied, and local conditions often radically different—yet many advertisers use but one recipe in mixing up the advertising for all sections.

A Pacific Coast advertising agent was talking recently—perhaps quite as he might be expected to talk—but still talking with good logic behind his words. "You've seen that big ad which the Coca-Cola people have put out," he said. "It showed a picture of a big, round sun, mopping its perspiring brow. The copy which goes with it is equally tropical—appropriate for 100-degrees-in-the-shade days. Well, sir, the day that Coca-Cola advertisement appeared in San Francisco the people were wearing furs! Imagine its timeliness; picture the number of sales of Coca-Cola it inspired!" He pleaded that the Pacific Coast country be given that careful, individual study which is its due.

But, aside from the seasonable qualities of copy, there are other special considerations. For one thing, there is the sectional temperament of the people. The Eastern manufacturer who chooses to use the same copy in California and Oregon as in New York and Massachusetts has a little better chance to make good with it there than in England, to be sure; but he is a long ways from *maximum* effects and *maximum* returns, for all that.


Whenever you see an Arrow think of
Coca-Cola
Delicious
Refreshing
Thirst Quenching
Coca-Cola is made in Canada

Hot Sun--Stifling Streets

That time is approaching When it arrives stop at the next soda fountain and treat your hot, tired and thirsty self to a glass of delicious, refreshing

Coca-Cola

It will cool you—relieve your fatigue and quench your thirst as nothing else can.

5c Everywhere

Send for Our Free Booklet—"The Truth About Coca-Cola." It tells all about [illegible] and why it is so delicious and wholesome

THE COCA-COLA COMPANY, [illegible]

Poor Fall Advertising.

According to those who know, the secret of good advertising

EVERYTHING

OR THE HOME, SHOULD

Canadian H

Women buy 80 per cent. of the necessities and
Then the only logical way to secure their trade i

Most women delight in reading good fiction or s
That's why the Canadian Home Journal is read with
time or desire to thoroughly read other publications.

Value of Advertisements (

In one short year this magazine has reached the
ments carried has doubled. A shrewd advertising
is only given on results.

Every Large Advertise

for the coming season. This is surely a proof that th

WE ARE NOW RE

SPECIAL CHRISTMAS N

That issue will be in circulation a full month b
Christmas goods advertising. We do not advocate
to place an advertisement in one issue, the results wi

Forms for November issue close October
Advertising rate cards, circulation statements and sa

CANADIAN HOME JOURNAL, 5

FOR WOMEN

BE ADVERTISED IN THE

ome Journal

ries for the home.

advertise in a publication read by women.

ething about fashions, household duties, or children.
rest by thousands of Canadian women, that have no

arried Doubled in One Year

of Canadian publications, and the value of advertise-
citor can secure advertising contracts, but a renewal

Has Renewed Contract

are obtaining satisfactory results.

RVING SPACE FOR

MBER, OUT NOV. 24th

Christmas, which will be in plenty of time to carry
ertisers using space in one issue only. We know that
ake an advertiser a permanent one.

h. For Christmas number, on November 14th.
copies sent upon application.

1 John St., TORONTO, CANADA

Dominion Newspaper Syndicate, Limited

C. J. HIRT, Manager

Canadian Representatives of

North American Syndicate, Philadelphia.
Keystone Feature Syndicate, Philadelphia.
Meyer, Both & Co., Chicago, Ill.
M. H. Deveneau Co., Chicago, Ill.
McClure's Newspaper Syndicate, New York.

EVERYTHING FOR THE PUBLISHER

ELECTROTYPING
STEREOTYPING
DESIGNING
ENGRAVING

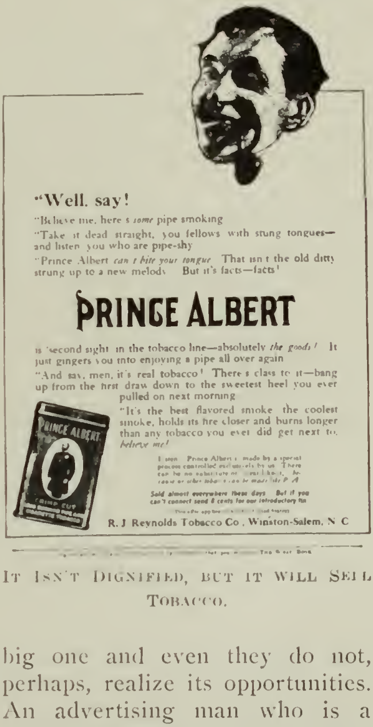
345-347 West Craig St.
MONTREAL

copy on the Pacific Coast is to use *the loud pedal.* The average Far Westerner has little or no interest in *pianissimo* matters. That is one reason, it is explained, why Theodore Roosevelt is more of a popular idol in the West to-day than in the East; he knows how to make a noise and he makes one. Effectual advertising copy on the Pacific Coast must *make a noise.*

The Californian has a high regard for Eastern culture and fine-grained breeding, but the love of the cow-puncher and the lariat is born in his breast, nevertheless, and he responds with a ready will to *the appeal fortissimo.* Selling campaigns have proved this point over and over again. The *fortissimo* is said to even extend into the realm of food products, those selling more readily which have the more aggressive taste. This is a consideration which Eastern manufacturers will do well to keep in mind.

On the other hand, the average Pacific Coaster has a high respect for articles of Eastern manufacture. For one thing, he appreciates that his own section of the country is not typically a manufacturing district. It is far and away more of an agricultural section. Labor conditions are often such as to discourage local manufacturing conditions. This feeling of respect for Eastern manufacturers is what makes the Pacific Coast the opportunity for selling that it is, in spite of the high freightage costs which must be paid for the trans-shipment of goods over the Rockies.

Take the shoe business, for example. Douglas and Regal and a very few other Eastern shoe manufacturers are making a somewhat determined effort to get local trade, but the field is a big one and even they do not, perhaps, realize its opportunities. An advertising man who is a careful student of local selling conditions in California states that he does not believe there are over 1,000 men engaged in the shoe business in California, so foreign is the shoe business as a business to the local temperament and to local conditions.



"Well, say!

"Believe me, here's *some* pipe smoking

"Take it dead straight, you fellows with stung tongues—and listen you who are pipe-shy

"Prince Albert *can't bite your tongue*. That isn't the old ditty strung up to a new melody. But it's facts—facts!

PRINCE ALBERT

is "second sight" in the tobacco line—absolutely *the goods!* It just gingers you into enjoying a pipe all over again

"And say, men, it's real tobacco! There's class to it—bang up from the first draw down to the sweetest heel you ever pulled on next morning

"It's the best flavored smoke, the coolest smoke, holds its fire closer and burns longer than any tobacco you ever did get next to, *believe me!*

Sold almost everywhere these days. But if you can't connect send 8 cents for our introductory tin

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

IT ISN'T DIGNIFIED, BUT IT WILL SELL TOBACCO.

MR. ADVERTISER!

When you have grasped the fact that

THE NEWS

is all-important in Toronto and throughout Ontario—circulates freely among buyers of **your** product—then, our uncommonly low rates will agree with your ideas of economy.

Let us get together and talk it over.

We want to show you why

THE NEWS

IS

**TORONTO'S ACKNOWLEDGED
HOME PAPER**

Wherever magazine readers, or lovers of good literature congregate in this wide Dominion, there you'll find

THE CANADIAN MAGAZINE

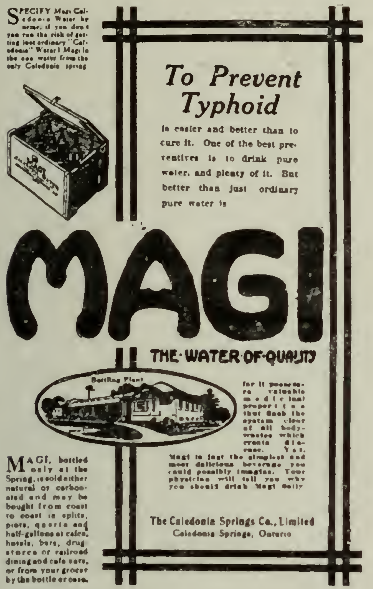
(THE NATIONAL MEDIUM)

Strong, aggressive and worthy rivals have entered the field, but the unbiased and the ablest admit that The Canadian Magazine is the "Premier" of all class and periodical publications issued in the Dominion. It excels many and rivals the best big magazines of both England and the United States.

Shrewd advertisers know that The Canadian Magazine has a national circulation—that its readers are the best buyers in Canada. A glance at our advertising pages emphasizes the fact. : : : : : : : : :

THE CANADIAN MAGAZINE - Toronto

The Pacific Coast is said by this Pacific Coast agent to be pre-eminently a newspaper field.



SPECIFY Magi Caledonia Water by name, if you don't you run the risk of getting just ordinary "Caledonia" Water! Magi is the one water from the only Caledonia spring

To Prevent Typhoid

is easier and better than to cure it. One of the best preventives is to drink pure water, and plenty of it. But better than just ordinary pure water is

MAGI

THE·WATER·OF·QUALITY

Bottling Plant

for it possesses valuable medicinal properties that flush the system clear of all body-wastes which create disease. Yet, Magi is just the simplest and most delicious beverage you could possibly imagine. Your physician will tell you why you should drink Magi daily

MAGI, bottled only at the Spring, is sold either natural or carbonated and may be bought from coast to coast in splits, pints, quarts and half-gallons at cafes, hotels, bars, drug stores or railroad dining and cafe cars, or from your grocer by the bottle or case.

The Caledonia Springs Co., Limited
Caledonia Springs, Ontario

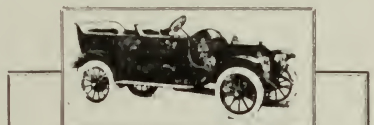
A DISTINCT IMPROVEMENT ON LAST YEAR'S COPY.

The magazines are read to some extent, but it is no secret that by far the great bulk of the circulation of the American magazines is east of the Rockies. And the people are steadily coming to place more and more trust in what they read in the advertising columns of their newspapers.

The days of the reading notice on the Pacific Coast are fast passing, although it has been extensively in evidence in the past. "Press-agentry" is being recognized in the proper light, as an insidious evil and an underhand attempt to best the newspapers and the public.

Altogether the Pacific Coast offers a rare opportunity for careful advertising, but local conditions must be studied in detail and often it is impossible to do this at a distance. It is for this reason that an increasing number of Eastern manufacturers in these days are entrusting the handling of their coast advertising to local newspaper agencies in that section, of which there are several very excellent ones.

What is true of the Pacific Coast is also true of other sections. The Southwest, the South, New England, Canada and other sections have differences worth while—sometimes most necessary—to take into account.



The Story of the White Gasoline Car
CHAPTER I

THERE is an intimate story—a certain amount of romance surrounding those things which make history. We want to know all about the great or the near-great. The performance of the White gasoline cars during the last year has marked them. We begin to feel that they are in a class by themselves, and inasmuch as they have sought the lime-light, have asked for public approval, they belong to the public, and we will tell a little story of them on the intimate side.

The Long-stroke Engine
This is where they get the power—a strong constitution which carries them through everything while economical of gasoline

Four-speed Transmission
This is where they save power and the wear and tear of the machinery—cannot be as well done with only three

Honey-comb Radiator
This is how they keep cool under trying circumstances—nothing better has yet been designed

Chrome-nickeled Steel Frames
The full name is heat treated crucible, chrome nickel, steel frames—nothing else is quite so good.

Bosch Magneto
Always found on the high-grade cars of the most exacting makers—so good at actual performance that we use nothing else.

Upholstering Hand-buffed
The upholstering of this moderate priced car made of the finest hand buffed leather—not a square inch of machine-buffed

All these are but examples of the refinements of the White car. In fact, we know no way to build a better car.

Continuance in next Saturday's issue

An opportunity to demonstrate our cars solicited

THE WHITE COMPANY, Ltd
270 King St., Toronto

A SENSIBLE AUTO STORY.

THE

NOR'-WEST FARMER

Winnipeg, Manitoba

Issued in the most progressive city of Canada for the settlers of the Great West.

Printed in good form on exceedingly good paper —to carry half-tones.

It is the most influential agricultural paper in the Canadian West.

Has the largest sworn circulation of any exclusive farm paper in Western Canada.

Consequently carries the greatest quantity of advertising in the Canadian West.

Each of these statements can be proven. Investigation asked for. There is a reason.

Sample copy and rates with all information cheerfully furnished.

Write and ask us.

THE

Nor'-West Farmer

Winnipeg, Manitoba

How to Get Results in B.C.

The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

That was when the SATURDAY SUNSET was in its first year.

The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The

Saturday Sunset

Vancouver, B.C.

MERGING SALES FORCES AND ADVERTISING.

Successful Firms are doing that, and those who would be Successful must do it. There is Considerable Lost Motion where Advertising is not Dovetailed into the Efforts of the Sales Organization. An Article from Judicious Advertising, by Gerald R. Pearse.

It is a notable fact and one which is lamentable, in many cases, that old established sales organizations are in some instances an almost insurmountable obstacle to the adoption of an advertising policy which should mean vast expansion to any house.

Advertising generally brings with it arbitrary methods of dealing with the retailer.

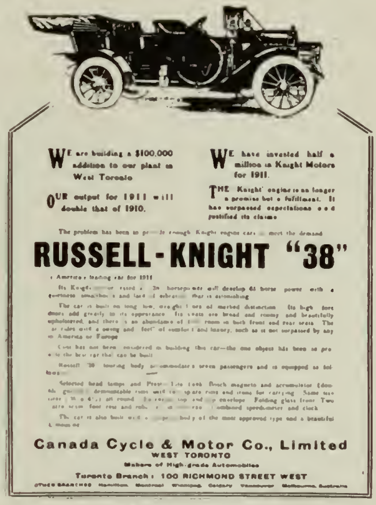
The rate of profit may be lessened, discounts may be shortened and terms generally made less favorable.

Old line sales organizations as a rule fight this. Salesmen who have sold goods for twenty years without advertising will generally oppose an advertising policy.

Few old timers will get promptly in line to push the new brand—the long profit item—and utilize the advertising, and it is almost an axiom that if a firm has only one way of making sales to its dealers, viz., through salesmen, and the salesmen and sales department are not in sympathy with the advertising plan, the advertising plan is practically certain of failure.

Altogether the treatment of the sales organization presents one of the great issues in the business world and there is much to be said on the side of both the house and the man.

And the chief point is that the salesman, short on foresight, immediately upon the announcement of the intention to adopt an advertising policy, comes into the belief that printed salesmanship means the absolute elimination of personal salesmanship.



WE are building a $100,000 addition to our plant in West Toronto

OUR output for 1911 will double that of 1910.

WE have invested half a million in Knight Motors for 1911.

THE Knight engine is no longer a promise but a fulfillment. It has surpassed expectations and justified its claims

RUSSELL-KNIGHT "38"

Canada Cycle & Motor Co., Limited
WEST TORONTO
Makers of High-grade Automobiles
Toronto Branch: 100 RICHMOND STREET WEST

STRONG COPY.

There always will be salesmen. And advertising to the consumer never will take the salesman's job away from him. "Advertis-

The Morning Leader

REGINA, SASK.

Is the leading publication between Winnipeg and Calgary, covering the entire Province of SASKATCHEWAN.

CIRCULATION

Sworn statement for April, Daily, ...	4,541
Weekly, ...	6,682

Further particulars regarding advertising rates, etc., on application.

THE LEADER PUBLISHING CO., LIMITED
REGINA, SASK.

To cover Saskatchewan you must use THE LEADER.

The Calgary Herald

is the leading newspaper and the standard advertising medium between Winnipeg and the Pacific Coast.

Circulation 10,000 Daily

The great middle West is the best buying field in Canada. **NOW** is the time to break into it,—not next year.

The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about the Herald.

THE CALGARY HERALD

CALGARY, ALBERTA

ing" added to the firm's assets means that the salesman simply gets the *biggest* talking point for his goods that it is possible for a manufacturer to put into his hands. There is no doubt about this and talk to a few of the keen intelligent, far-seeing *exceptional* salesmen on the road, as I have done in the past ten weeks and you'll hear this comment: "You bet I use advertising on my customers. And the bigger I talk it to them the better the business that results, invariably."

The reason is simply this, when a house advertises its salesmen become not only salesmen of their line of goods, but salesmen of *sales force* to move those goods, also.

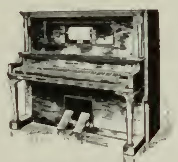
And that gives the retailer the biggest "buy" it is possible to give him. So the salesman who is zealous of the "deal" the house gives his customers, must without a question fall into line with advertising—for when a manufacturer in addition to the goods, throws in an extra measure of *sales force* free to the retailer, it is a positive cinch that every dealer "sold" under those conditions is getting a simon-pure bargain. And better, bigger, quicker sales should follow in the wake of every salesman who has the big stick—advertising—to wield before the retailer.

"Sell" your salesman on advertising and his enthusiasm will increase his sales right off the jump, provided he properly and diplomatically wields his new talking point in the retailer's presence—and he will if he sees the concrete advantages himself.

In the first place the organizing of a sales crew, or the development of a sales organization is a gigantic task.

Take a concern that has fifty salesmen and which seeks to double its business by adding fifty more.

The Widely Awakening Demand for the Player Piano is Causing



The Mason & Risch Player Piano

YOU are cordially invited to call and play one for yourself. Easy to own one if you want to; we will allow a liberal valuation on your present piano.

Let us Send You our Booklet

a host of inferior, commercial instruments to flood the market. In keeping with the traditions of the house of Mason & Risch, our Player Piano is one of the very few strictly high-grade, artistic Players manufactured to-day. It is small, compact and simple. The action is so adjusted as to obtain the natural effect of the human fingers pressing the keys. No trace of mechanical stiffness anywhere—while other features render its music as richly alive as that produced by the great piano virtuosi.

The Mason & Risch Piano Co.
LIMITED
38 King St. West - TORONTO

ATTRACTIVE ADVERTISING.

Every other phase of the business will be easier to handle than the securing of these fifty men, provided the firm wants good men.

If the development of a business can proceed only as fast as salesmen can be employed, trained, developed, made loyal to

MONTGOMERY

THE MAGAZINE MAN

is East after your contract and copy for

CANADA MONTHLY

(Formerly Canada West Monthly)

the only magazine circulating among Western Canadians, the people with $400,000,000 to spend this fall.

VANDERHOOF-GUNN CO., Limited
WINNIPEG, MAN.

The Journal
Edmonton

Sworn circulation for August, 1910, 5414; August, 1909, 3294.

M. R. JENNINGS, Editor and Man. Director.

the business, then necessarily a growing process is attended by many pains.

My belief, and a conclusion that I hardly dare to state, is that the sales organization is the biggest stumbling block to the growth of most lines of business.

Furthermore, a sales organization is a fickle thing.

A man feels within himself that he is a success if he leaves one firm and promptly takes all his trade to the competing house with which he goes.

In other words, the salesman plays the human sample idea, that is, he is the living representative of the firm he works for in the mind of much of his trade.

When he quits his firm there is nothing left, and when he goes with another concern he still seems to be serving the same kind of goods to his old line dealers. This is noticeably true with unadvertised goods.

My observation in dealing with salesmen themselves, in reading mail from salesmen on the road, and in talking to hundreds of manufacturers, is that the salesman fights the battle of his customer, as a rule, and not the battle of his house.

But I think particular force should be laid on this feature.

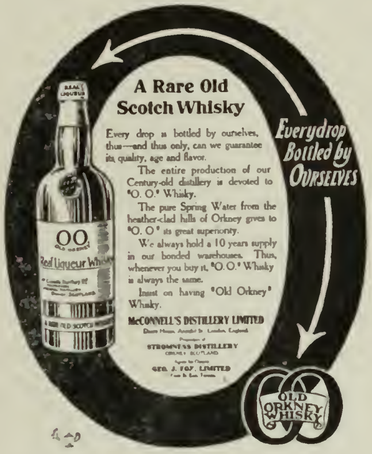
Every salesman is against high prices.

He is, as a rule, against long profits for his firm. He is generally in favor of bigger discounts or concessions with which to get the order.

While there are exceptions, the average salesman sees the trade situation from the customers' standpoint.

He does not represent the house as a director of the business would or as a stockholder.

Since this is so generally true, there must be something in the law of compensation that prevents a salesman seeing business from the point of view of his principal as long as he works on a salary and before he gets any share of dividends.



A Rare Old Scotch Whisky

Every drop is bottled by ourselves, thus—and thus only, can we guarantee its quality, age and flavor.

The entire production of our Century-old distillery is devoted to "O. O." Whisky.

The pure Spring Water from the heather-clad hills of Orkney gives to "O. O" its great superiority.

We always hold a 10 years supply in our bonded warehouses. Thus, whenever you buy it, "O. O." Whisky is always the same.

Insist on having "Old Orkney" Whisky.

McCONNELL'S DISTILLERY LIMITED

STROMNESS DISTILLERY

GEO. J. FOY, LIMITED

An Excellent Design but Weak Copy

The securing of salesmen who can be called extraordinary in their qualifications is an almost impossible task with the result that each year more and more below par value men come to the selling of goods, and this condition brings selling expenses of most firms to an upward tendency in most cases.

The oldest newspaper in Canada is "The Gazette"--Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "The Gazette."

The Guelph Carpet Mills Co. Limited
Guelph, Canada.
Brussels Wiltons Tapestrys Velvets Ingrains
The Guelph Carpet Mills Co. Limited
1910 October 1910
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
25 26 27 28 29
WE SELL ONLY DIRECT TO THE RETAIL TRADE

Illustration of Calendar

REPRODUCING CARPET DESIGNS IN 12 COLORS

LITHOGRAPHED BY

The Hough Litho Co., Ltd.

96-104 Spadina Ave.,
Toronto, Canada

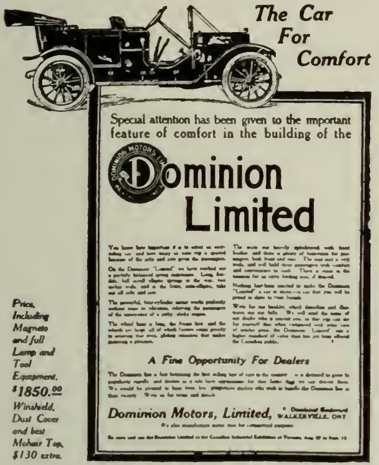
ALEXANDER MACPHERSON
PRESIDENT

T. P. ADAMS, VICE-PRESIDENT

GOOD WORKMANSHIP ART BUSINESS METHODS

On the side of the salesman there is much to be said.

Few firms can see the wisdom of a few star performers as against a greater number of less powerful men.


The Car For Comfort

Special attention has been given to the important feature of comfort in the building of the

Dominion Limited

A Fine Opportunity For Dealers

Dominion Motors, Limited, WALKERVILLE, ONT

Price, Including Magneto and full Lamp and Tool Equipment.
$1850.00
Winshield, Dust Cover and best Mohair Top, $130 extra.

ATTRACTIVE AND FORCEFUL.

Many concerns have the lid on the salary question so that a man feels that he can get so far and no further. If the limit were taken off and a man could progress as rapidly as he can develop, there would be less change when men become expert.

Another important point to be said on the side of the firm is that the average salesman will stay with one house until he becomes fairly well trained and is likely to accept the first offer for an increase that comes to him from a rival firm.

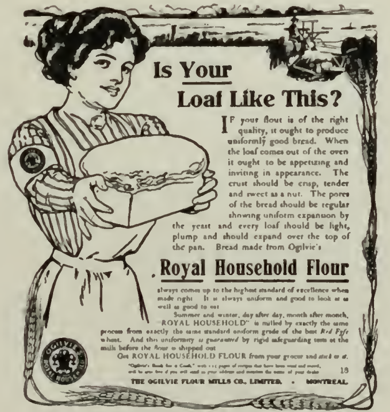
He forgets the amount of money that his concern has invested in his training. As a rule, the salesman does not see the equity of working a year perhaps to pay back, by reason of being on a small salary, a just profit to the concern that may have taken him as raw material and developed him into an expert; likewise many salesmen are short-sighted in not seeing that the firm which gave them an opportunity when they were in the crude shape will give them the greatest recognition after they have won their spurs.

◆

The man who tries to do too much makes as grave mistake as the man who tries to do too little.

* * *

The man who thinks no one can write advertising for his business but himself, belongs in the same category as the man who will not use certain publications because he never reads them himself.


Is Your Loaf Like This?

If your flour is of the right quality, it ought to produce uniformly good bread. When the loaf comes out of the oven it ought to be appetizing and inviting in appearance. The crust should be crisp, tender and sweet as a nut. The pores of the bread should be regular showing uniform expansion by the yeast and every loaf should be light, plump and should expand over the top of the pan. Bread made from Ogilvie's

Royal Household Flour

always comes up to the highest standard of excellence when made right. It is always uniform and good to look at as well as good to eat.

Summer and winter, day after day, month after month, "ROYAL HOUSEHOLD" is milled by exactly the same process from exactly the same standard uniform grade of the best *Red Fyfe* wheat. And this uniformity *is guaranteed* by rigid safeguarding tests at the mills before the flour is shipped out.

Get ROYAL HOUSEHOLD FLOUR from your grocer and *stick to it.*

18

THE OGILVIE FLOUR MILLS CO., LIMITED. - MONTREAL.

GOOD ADVERTISING.

YOUR OPPORTUNITY

The City of Hamilton is growing rapidly, more Factories, more Financial Institutions, **MORE PEOPLE.**

The **BUYERS** of this district can be reached quickly and most effectively through the columns of the

HAMILTON TIMES

Daily and Semi-weekly. The Times is seldom omitted from a campaign where advertisers have made "result getting" in Hamilton a study.

Represented by all recognized advertising agents. Write us for rates.

Railroad Ticket and General Printing.

TIMES PRINTING CO., Limited
Hamilton, Canada.

Effective Advertising Plus Free Space

Study this hanger for a moment and its **probable** results. Because of its **individuality** it attracts—because of its **beauty** the space on which it is displayed **costs nothing.**

We are specialists in designing **Calendars—Hangers, etc.** Tell us your requirements—our **Artists** will make **a special** study of your case.

Rolph & Clark, Limited
Simcoe and Pearl Streets
Toronto, Ontario

BIG FACTS IN SMALL PACKAGES.

A Timely Article by S. Roland Hall in Agricultural Advertising. The Importance of an Advertising Man's Letter Cannot be Emphasized too Strongly.

We rather expect the greenhorn to do ineffective advertising, but it is a constant source of wonder to me why publishers, the manufacturers and promoters of that great, interesting commodity—advertising space and service—content themselves with some of the most tame, pointless advertising ever put in type.

The other day there came to my desk a letter that is typical of thousands of its kind, the kind that most large general advertisers receive by the dozen every day. This letter was written on Old Hampshire Bond, and the lithographed heading was impressive.

The writer, following an opening that a letter of mine had given, attempted a solicitation of the I. C. S. advertising for his magazine—an agricultural publication.

Said he: "I think you could use —— —— to advantage. I believe we had some of your business several years ago. I enclose our rate card and should like to have an order from you for our September issue, which goes to press on the 20th."

In other words, "Some of your money would be welcome here. Can't we have it?"

Is there any good reason why we should use that publication—why we could reasonably expect to get results from it? The writer of the letter evidently knows of none. We certainly don't.

I really wonder if such advertising managers stop to think of their efforts at solicitation. I wonder if the man referred to doesn't know that while every general advertiser is always ready to entertain good mediums and schemes he is instinctively antagonistic or neutral to solicitations from new quarters—that these canvasses have to be interesting and convincing if they are to bring results, just as canvasses for other commodities have to be.

It is likely that a great many people forget that a letter is an advertisement and as such should be controlled by all the principles of good advertising. It must get favorable attention, develop interest and leave a favorable impression—if it is to accomplish anything.

How different from the letter of this publisher is a recent letter from a street railway concern that tells of a special idea that has been worked out and tried thoroughly in St. Louis and that they believe will work well for our business. The solicitation was interesting, and J. H. F. was willing to have the plan explained further.

Quality — Service
Fair Price

For —

**Magazines
Trade
Publications
Catalogues
Booklets**

We are the people —

We create and produce the work in its entirety — designing — typesetting — printing and bookbinding

**The Hunter-Rose
Company - Limited**
12-14 Sheppard Street
Toronto - - Canada

Have you anything to sell to the prosperous people of London and Western Ontario?

17,000

subscribers read the "Old Home Paper,"

**THE
LONDON ADVERTISER**

and are looking for what you have to sell. You cannot reach the farmers and citizens of the smaller towns and villages in Western Ontario unless you use space in THE ADVERTISER.

Ask for sample copy and advertising rule.

**LONDON ADVERTISER CO.
LONDON, ONTARIO**

Mr. Publisher, you possess a valuable fund of information. You are living with your business, seeing a great deal of correspondence from your readers, and can get much information from them that will help advertisers. You have it in your power to make good suggestions particularly to new advertisers—suggestions that will get you attention and sell some of your space. For goodness sake, work along these lines.

PERSONAL NOTES.

Mr. J. B. Montgomery has succeeded Mr. Walter Gunn as advertising manager of Canada West. The new advertising manager of the bright Western publication has had several years of successful experience in Chicago and undoubtedly will make good. The circulation management of Canada West has determined to blanket the Dominion, and advertisers may depend upon it that Canada West space will prove a better buy than ever.

* * *

Colonel J. B. MacLean has determined to give the farmer the magazine he should have had some time ago. The new magazine is entitled the Canada Farmer. The object of the publication is to promote the betterment of social conditions in rural communities. It will provide information and entertainment—promote intelligent thinking upon social and economic questions—advise upon investments—give practical instruction in systematic accounting for all branches of farm business—will appeal to the common sense, not to the prejudice, and will promote every interest of the agricultural community. Advertisers will be pleased to know that the distribution of the new magazine is **guaranteed.**

The silver jubilee edition of La Presse, containing 96 pages, reached the editor about ten days ago. The number illustrates the industrial growth of the city of Montreal in particular and the Dominion in general. The object, apparently, is to make the illustrations tell more than half the story, which accounts for the large number of cuts showing the buildings and personnel of the various institutions represented in this special edition. The number not only notes the progress of industrial and financial concerns, but also reveals the progress of various transportation systems as well as the current history of Provincial and Federal Governments. Altogether the silver jubilee number of La Presse is a credit to the publishers and should interest every advertiser in the Dominion.

* * *

The Mining Industry edition of the Cobalt Daily Nugget appeared about the end of September and should go far towards resuscitating a waning faith in the mineral wealth of the Province. The number contains records of ore shipments since the first discovery of Cobalt to December 31st, 1909, as well as authentic statements of the value of ore shipped. It is only fair to state that the Nugget's impartial history of the activities of Ontario's silverland should go far to squelch the doubting Thomases for a considerable time to come. The enterprise of the Daily Nugget's publishers will appeal to all who are interested in the development of New Ontario.

* * *

The Prince Rupert Optimist has arrived and goes far to place the new town definitely on the map. As everybody knows, Prince Rupert, the terminus of the Grand Trunk Pacific, is the apple of the big railroad's eye, and one cannot help concluding from the superior appearance of the Optimist that all the folks in the coming great city of the Northwest are subscribers.

* * *

"A Hot Campaign for the Dealer" is the title of a fair sized illus-

ELECTROTYPES

Our sole business is the making of duplicate Printing **Plates—Electrotypes—Stereotypes—Nickeltypes.**

For extra long runs, for fine half-tone and color work, we recommend **Nickeltypes** made by our new process. They represent the highest point of perfection in the duplicate plate line and will enable you to get half-tone results equal to the original on any size run.

We're building our business on "Quality," and we want every advertiser to know **Toronto Electrotype Quality** by testing our work.

Toronto Electrotype & Stereotype Foundry

16 PEARL ST., - - TORONTO

Hamilton Newspaper Union List

COMPRISING 75 FIRST-CLASS WEEKLY PAPERS

Sworn Circulation for 1909, 2,889,732
Weekly Average, - - - 55,571

This list is used by many of the largest advertisers in the United States and Canada. Enough said.

For Rates, Etc.. Address

HAMILTON NEWSPAPER UNION
Hamilton, Canada

trated paper that is interesting, and in our opinion should be effective. Too many advertisers ignore the dealer—not realizing his strategic position nor its advantages to them. Apparently the big foundry company recognizes what the good-will of the man-at-the-front means in an aggressive campaign. The dealer is plainly shown the effect of up-to-date consumer advertising and it will be strange indeed if the Gurney Special does not bring the businesses of more than a few dealers to "the boiling point."

* * *

"Why Go to Canada," the title of a supplement of the Calgary Daily Herald, published in August, reached us in September. That supplement must have proved peculiarly appropriate for distribution in the United States—especially those States lying adjacent to Western Canada. A few timid Americans, contemplating the eternal weal of the big republic, have filled their papers with woeful tales regarding the frigid climate and unproductive soil of our great Northwest. Of course managing editors, south of the line, should have spanked or lynched the unveracious correspondents. The next best thing is to quote largely from the Herald's supplement. Its make-up and high literary standard would do credit to a large city daily.

Better to deserve a friend and have him not than to have a friend and deserve him not.

* * *

There is no such thing as an innocent bystander; no man is innocent if he just stands by.

* * *

If a man were as easily pleased at home as he is at a picnic, there would be fewer picnics.

You ought to be able to tell how you lived yesterday by the way you feel to-day.

* * *

No matter how poor the other fellow's advertisement is, it will not sell your goods.

* * *

One reason people cannot love their enemies is because their enemies will not let them.

* * *

No matter how slow a fellow is he always manages to get through life in time to die.

* * *

Both sides gain in every honest bargain.

* * *

All the best inventions in the world would have fallen flat had it not been for advertising and salesmanship—had it not been for teaching people the use of new things.—Chalmers.

* * *

If the judge is on your side it doesn't make so much difference about the law.

Salesmanship

An Advertisement

After "the sale"—do you stop there? Not if you hope to live and to do business.

The Push-Cart-Man sells you ten cents' worth of cherries, then hustles his cart around the corner before you discover the short measure, the false bottom in the box.

This is very fine Salesmanship, good enough ethics for a Push-Cart Business, for his salesroom is wherever the sun shines. He is an uncertain quantity. He comes from an Age Past. "Let the Buyer Beware!"

After he makes "the sale" he has no further interest in his customer, but to avoid his recognition.

Salesmanship of the Burroughs kind does not end when the Sale is made. After the Sale comes Service.

Consider the Service of the Burroughs Adding Machine Company.

The Individual Merchant or Corporation who buys a Burroughs, puts himself in touch with 103,750 other Burroughs Buyers.

All the Good Systems devised and developed by Each of the Burroughs Users, are worked over by the Home Force. When Perfection is in Sight, then it is passed along for your use.

Just one of these Systems applied to your business, will often return to you many times over your original expenditure for the Machine.

If your Machine is out of order, or if some one breaks it beyond use, or if it needs cleaning or overhauling, there is no loss of time to you. Any one of the Burroughs Representatives close at hand will provide another—free—while yours is in the Shop.

Even the latest Inventions are turned to your advantage.

The Burroughs people work in direct opposition to the Push-Cart Man's practice. They spend $300,000 each year, improving the Burroughs Service.

BURROUGHS ADDING

European Headquarters: 76 Cannon St., E.C., London, Eng

and "The Sale"

by Elbert Hubbard

They give you more for your money than you can get anywhere else, and then very naturally when you want to buy or your friend wants to buy, the name Burroughs, the thought of Burroughs, comes to you unbidden.

You recognize that you not only buy the machine, you Buy the Brains behind the Machine.

This may explain why ninety per cent. of all Adding or Listing Machines sold are Burroughs. (Do you know of any other Adding-Machine than the Burroughs?)

Salesmanship is not Salesmanship, without effectual Service to follow.

We can't make the Burroughs indispensable to you (because not anything is indispensable). But we can make it as indispensable as we can. And we do.

The Burroughs Adding-Machine is only Part of the Burroughs "Sale." The Service is the Other Part.

Seventy-one Styles of Burroughs Bookkeeping Machines—One to Handle Any Kind of Work: and Made to Fit any Pocket.

If you are interested in "A Better Day's Work," write us (using letterhead) for our unique book under that title. Now in its fourth edition —192 pages, 100,000 already distributed.

Other Books: "Why Don't You Go Home," a 48-page book for retailers. Also, "Cost-Keeping Short Cuts," 180 pages giving simplified methods for cost-keeping departments.

MACHINE COMPANY

246 BURROUGHS BLOCK, - DETROIT, MICHIGAN

AFTER ALL

You cannot cover Hamilton thoroughly (and twenty-five miles around it) without using

THE HAMILTON SPECTATOR

The Spectator gives you quality as well as quantity in circulation; its rates are the lowest in its field when service is considered, and it has proved itself to be the best result-giver over and over again.

Isn't it true these are the essentials you are looking for, Mr. Advertiser?

WINDSOR is growing FASTER than any of the Provincial Cities

THE

Windsor Record

always keeps in advance of this growth.

It is the only effective advertising medium in Essex County.

(Population 60,000)

Windsor is the only Ontario city that is not covered by Toronto papers.

THE

STANDARD

St. Catharines, - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie, and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

The Woods-Norris Way

Subject - - "MUTUAL INTERESTS."

Many and varied are the ways of advertising agencies.

That's as it should be, because advertising is a big, broad subject.

It is more.

During late years it has become the greatest factor in the distribution of the world's merchandise.

And as such it lends itself to many interpretations and many methods of application.

All of which have much in their favor and none of which are void of defects.

* * *

The Woods-Norris Way is not a method of conducting an advertising campaign that we ourselves have altogether evolved.

It is something vastly broader than the advertising experiences of several men.

It is practically the accumulated experience of the advertising world, studied by experts, and applied to the different and varied problems of our clients.

Sometimes our reading of the advertising horoscope may be a little faulty, but our clients are quick to declare that we are nearly always right.

* * *

When a man joins our staff our clients may depend upon it that he has betrayed symptoms of being a serious student of advertising.

The first bi-weekly conference is usually enough to convince him that the Advertiser's interests and ours are mutual.

More than that, he soon learns to know that the Advertiser's interests must be considered first of all. It matters not whether that Advertiser contemplates spending $500 or $25,000.

In our hands an appropriation, large or small, must prove a good investment — nothing less will satisfy the Woods-Norris staff.

* * *

The Woods-Norris Way is often unprofitable business for this Agency when an Advertiser is making a beginning. But we're not in business for to-day or to-morrow or the next day—we're in the Advertising business for good.

Our fundamental principle is the developing of business for our clients. We are business promoters first, last and all the time.

* * *

A study of mutual interests—the phrase is an apt explanation of the Woods-Norris Way.

If we can make your advertising a good investment it will pay us to land and handle your business.

Otherwise we don't want it.

* * *

Tell us your general distributing problems.

We may be able to solve them for you.

We may be able to evolve a selling plan for your business.

We may be able to dovetail that Selling plan into a general advertising campaign, and the combination might mean a great deal to you.

A bare statement of your difficulties will bring a frank, straightforward answer, telling you whether we can help you or not.

Or—one of our men will call on you at your convenience and study the situation first-hand.

Either way places you under no obligation.

WOODS-NORRIS, Ltd., Mail Bldg., Toronto

The Globe
TORONTO.

Mr. Business Man:

Why not begin to advertise now? Some day, in all probability, either your own judgment or the stress of competition will induce you to call in the advertising doctor. You are losing valuable time in putting it off. Commercial history is being made in Canada to-day at a tremendous pace. The firms who have been making public opinion in their favor through the newspapers during the years gone by are reaping rich rewards to-day. The laggards are dropping further and further to the rear—and they may be the last to realize it, too.

The standard medium of publicity to-day is the newspaper, and the standard newspaper of Canada is THE GLOBE. It is to-day, as it has been for sixty-six years, first on the list of practically every national advertising campaign conducted in Canada.

If interested, consult THE GLOBE'S Advertising Department or any reputable advertising agency.

CANADA'S
NATIONAL
NEWSPAPER.

NOVEMBER — 1910

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

The Toronto Daily Star

To the advertiser planning his advertising campaign to secure the maximum in Canadian trade THE STAR offers him the best proposition of any newspaper printed in the Province of Ontario—biggest advertisers on earth have proved it.

There is a Reason

and here it is:—Over Fifteen Thousand more Circulation than any other daily newspaper printed in Ontario—and Eighteen Thousand Five Hundred more than any other evening newspaper printed in Ontario—that means fifty to seventy-five thousand more readers every day—and the greater results that are bound to follow.

The total circulation of the DAILY STAR for the month of August was 1,829,100—a daily average of

70,350

No advertiser whose campaign takes on a national magnitude overlooks buying space in THE STAR.

The Toronto Daily Star

TORONTO, CANADA

LARGEST DAILY CIRCULATION IN CANADA, WITHOUT EXCEPTION

Have You Anything to Sell

to the 500,000 French-speaking people of Montreal and other cities and large towns of Quebec?

Here is one of the largest and most easily covered fields in Canada for the enterprising manufacturer and distributor.

The large and wealthy City of Montreal,—with its suburbs, Maisonneuve, Westmount, Verdun, etc.,—the Cities of Quebec, Hull, Sherbrooke, Three Rivers, Valleyfield, St. Hyacinthe, etc., contain over 500,000 French-speaking people,—all good customers for YOUR goods.

The great proportion of these people read "La Presse," and consider it a necessity in their homes. A comparatively small number of them read any other French paper.

To the enterprising, progressive manufacturer little more need be said. You want the trade of these people,—they want your goods. Why not get together?

You can reach them through the columns of

LA PRESSE

MONTREAL, CANADA

Ontario Representative
HENRY W. KING

152 King St. West
TORONTO, CANADA

The Reason Why

THE DAILY WORLD

OF VANCOUVER, B.C.

carries more paid advertising than any other paper on the face of the Earth.

Its Circulation is paid for by the subscriber.

Dead-head circulation never did pay the advertiser.

The Vancouver World during the first half of 1910 carried almost as much advertising as the three largest papers in the United States combined. Total advertising during first half of 1910:

Vancouver World - 10,597,956 Lines

Chicago Daily News, New York Evening Journal, New York Evening Telegram, combined 10,683,422 Lines.

An Honest Circulation means Results for the Advertiser **Try It**

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

T. Johnson Stewart - - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, November, 1910. No. 11

Straight Talks

AN ADVERTISING CENSOR WANTED

SINCE George H. Munroe, Mr. Sheldon, late of Montreal, and a bunch of princely fakirs have been able to bleed Canadians of millions of dollars in two short years, the time is ripe for the Press Association to appoint an Advertising Censor. If the Press Association fails to act on this suggestion, then the Federal Government must get busy. Perhaps it would be better for the Government to act in the matter, anyway. Undoubtedly we'll have the Advertising Censor residing in Ottawa in time. He'll have a trained corps of assistants, one residing in each Provincial capital. Then the pretty and cleverly worded myths, which pass into publishing offices in the guise of advertisements, will be killed before having any disastrous effect on the intelligent but wonderfully gullible public. Financial wizards will be compelled to lay their cards on the table *face up*, and they'll get theirs before making a get-away.

Saturday Night has been regaling us with touching *human interest* stories for months. These stories have been all that an excitement-loving public could desire—although they have had a tendency to make us doubt the sanity of a large number of our fellow-citizens. The aggressive weekly has put up a splendid fight and kept hundreds of thousands of dollars in the country. Its publishers deserve credit. But, even these good stories become wearisome. It should be easy to make it impossible for fakirs of the Munroe-

THE ONLY THING

not enlarged, increased and
improved about the
Montreal

DAILY WITNESS

IS ITS ADVERTISING RATE

We can show a Circulation **increase** within the past few months of almost

3,000 DAILY

We can show a gain in the amount of advertising space used of between 40 and 50 per cent. over October of last year.

Advertising rates, **as yet,** remain the same.

The Witness is a Business Creator for its advertisers, and an essential feature to thoroughly cover Montreal and vicinity.

We want **your** advertising. Send for sample copies and advertising rates.

THE WITNESS - MONTREAL

Sheldon type to do business in this country. The Government should get busy.

It may be reasonably argued that the publishers should act as their own advertising censors. The argument seems logical, but it is not at all practical. A great Daily is published in feverish haste. The advertising manager has seldom time to investigate the business of every smooth fakir who presents a cleverly-worded ad. and hands over the cash for the space. And there may be publishers who need the money. Even if all publishers were rich idealists it would be hardly fair to expect them to assume such public duties individually. The Advertising Censor is required.

* * *

A FEW IMPORTANT REASONS

The best friends of the advertising business clearly see a time in the near future when publishers will be compelled to practically guarantee the honesty of all advertising carried. The manufacturers of honest goods, reputable banking and financial institutions have a right to know that their announcements are not going to appear "cheek by jowl" with dishonest advertising. Newspaper and periodical readers, in the mass, are not gifted with any extraordinary reasoning faculties. How many of those, whom Sheldon swindled, will place faith in any exceptional announcement made by an honest broker? Suppose a reputable financial house has exceptional values to offer, what will be the effect of the Sheldon fiasco?

There are many effects, but the one big result, as far as our readers are concerned, is the curtailment of advertising. No reputable publisher would knowingly help a swindler to defraud the public Is there any sound reason why he should do so unwittingly? One—a class of business men (all publishers are business men) cannot be expected to act paternally while all other classes pay particular attention to their own business.

Every time a Munroe-Sheldon stunt is successfully operated, legitimate business suffers considerably. Capital is diverted from its proper channels—the development of industrial enterprises retarded. The people of Canada are not rich enough to lose millions without knowing that they have lost it.

It seems that the Advertising Censor is required. He should be a broad-gauged man of affairs, thoroughly acquainted with the subtleties of the advertising art. And he should be appointed by the Press Association or the Government.

THE "WORLD'S" NEW BUILDING
IN RICHMOND STREET W
TORONTO.

"THE TORONTO WORLD"

(DAILY AND SUNDAY)

Has a Quarter Million Readers
EVERY DAY IN THE YEAR

Brightest Newspaper Best Advertising Medium
Get the Latest Rate Card

The World Newspaper Company, Toronto

BANKERS PLEASE NOTE

I have wanted to say a few plain words to bankers for long, and I'm going to say them now.

The notorious raids, exposed by *Saturday Night*, are largely attributable to the antiquated notions a majority of reputable bankers entertain regarding the dignity of their calling. Gentlemen! I humbly submit that the maintenance of a dignity that tends—however remotely—towards the success of a shell game, amounts to something very like criminal negligence. 75 per cent of the millions appropriated and wasted by Munroe and Sheldon was withdrawn from the savings banks. Do you mean to contend, for a second of time, that the protection of your unwary depositors is no affair of yours? Then why did you allow Sheldon to operate his game without warning them? Every banker in the country knew that *that* saintly old gentleman was a colossal fakir. But—bankers do not believe in advertising. They watched their savings accounts grow "small by degrees and beautifully less," without printing a word in the press, *mainly because it is undignified for a banker to advertise.*

The only possible means of protecting your depositors in this case was undignified!

Some time ago I saw a picture in the home of a New Yorker. It portrayed an armed shepherd tending his flocks on the hills. Wolves harried them, but the shepherd calmly contemplated the distant scene without firing a shot. Some of you bankers remind me of that shepherd.

Reputable banking institutions should be something more than mere custodians of the people's cash. They should be financial advisers as well. Yet, up till now, banks have failed to point out their safety and security through convincing advertising.

The banker who does not consider it his business to offset the subtly-worded announcements of fakirs like Sheldon, should quit the banking business.

Gentlemen! Banking is no king-like trade. The "divine right" glamor is only faked. Come out of your ancient and honorable ark of dignity—be real bankers and play the game like men.

The banker who fully realizes his moral obligations to the community must necessarily be a firm believer in advertising.

Some banking institutions have already emerged out of the chaos of antiquated methods—more will.

If You Want to Sell Your Wares in the Canadian Northwest Use the

WINNIPEG NEWSPAPER UNION

$10.00 Will pay for **One Inch** Advertisement in the whole of the 180 Weekly Newspapers of The Winnipeg Newspaper Union, one time.

$40.00 Will pay for **Four Inch** Advertisement in the whole of the 180 Weekly Newspapers of The Winnipeg Newspaper Union, one time.

If you use Electrotypes or Stereotypes of special design, we only require FOUR.

Discounts for larger advertisements, running for over 3 months, are allowed.

We show full proofs of the advertising given to us in all the papers.

The Winnipeg Newspaper Union has been established for 15 years and is the only list of Weekly Papers that covers the Canadian Northwest, and is used by all large American and Canadian advertisers.

For Advertising Rates Apply to

Winnipeg Newspaper Union

175 McDERMOTT AVENUE, WINNIPEG

Or to TORONTO TYPE FOUNDRY COMPANY, LIMITED

70-72 York Street, Toronto

A NATIONAL ADVERTISERS' ASSOCIATION

> I move the organization of a National Advertisers' Association in the interests of the men who put up the money to make the advertising business possible. Also the Association to have regular monthly meetings primarily for the serious discussion of advertising problems and the promotion of an intelligent grasp of varied methods of advertising as practised to-day.

The first extraordinary thing that confronts the student of advertising is the complexity of the whole business.

Contrary opinions are expressed, in all sincerity, doubtless, by many advertising men regarding the value of certain methods of advertising.

Innumerable misunderstandings abound and it would seem that many conclusions are arrived at and maintained on the grounds of expediency.

Imagine the long and expensive task that lies before the new advertiser before he can determine, in a business-like way, what methods of advertising to invest his money in and what methods to reject. The process of acquiring this knowledge often kills the advertiser, to the detriment of the business in general.

All because we are so engrossed with our own little fishing pool that we forget to cultivate the wider outlook.

* * *

Can it be truthfully maintained that we have no positive knowledge regarding advertising? I do not think so. Then why not substitute this positive knowledge for chance expenditure and guesswork?

For instance, I am personally interested in the success of a certain advertiser at the present time.

Clever schemes, stunts of all descriptions, bill-posting, painted signs—all have been talked up to him. The adoption of anything but a concentrated newspaper campaign at the outset meant the slaughter of the advertiser. Naturally he was in a quandary.

Now I contend that if the gentleman referred to had had the opportunity of listening to experienced advertisers, discussing various phases of advertising, he would have saved considerable money and been a much stronger advertiser to-day. A Canadian National Advertisers' Association, which would adopt some of the suggestions

27—
50—
70—

Look at these figures. They will tell business men more than a volume of Government statistics.

They are the wheat crop of the Province of Saskatchewan in millions of bushels for the years 1907, 1908 and 1909, respectively.

In three lines they give the graphic story of Western growth. They picture the in-pouring multitude of new settlers, the hundreds of thousands of acres of new land being opened up. They explain the reasons for the ever-extending railway mileage, the springing into existence of a new town almost every day in the year. They tell why the Provinces of Manitoba, Saskatchewan and Alberta are prosperous.

These figures mean tremendous spending possibilities for a population that has many needs and many desires. The Western Canadian of to-day buys a higher class of goods, a greater variety of articles and more of them than does the resident of any other part of the Continent engaged in a like occupation. Western Canada is the constituency of the

Winnipeg Free Press

and it is the wide distribution of its circulation in such a field that has earned for the FREE PRESS from the general advertiser the distinction of being the most profitable medium in the Dominion.

The Advertising Agencies, alive to the importance of Western Canada from an advertiser's standpoint, have thoroughly posted themselves concerning it. Consult them if you are seeking to extend the sale of your products in this field.

Edgar J. Guy Special Representative **Canada Life Bldg., Toronto**

offered by John E. Kennedy for the conduct of "The Advertising Institute," would profit the Advertisers of the Dominion greatly.

While the science of advertising will not be born until "The Advertising Institute" is in existence, the organization of a Canadian National Advertisers' Association is much to be desired. It certainly would go far towards placing advertising on an economical working basis.

N.B.—Our readers are earnestly requested to write the editor expressing their opinions on the subject. Opinions on any subject affecting the advertising business will be appreciated and carefully considered for publication.

* * *

What Kennedy is trying to do for advertising has been done for every science worth while. Also it has been done for business. Every observant man knows that apparently competing business concerns are often "Communities of Interest." Moreover, legitimate competitors consider the processes of production and distribution in conclave and act in concert.

* * *

It's the broad fundamental principles of advertising the new advertiser needs to know. The office boy will attend to the details.

* * *

"Scatteration" means disaster in most advertising campaigns and hazards the success of all. Advertise intensively.

* * *

Some critics should read Pope's Essay on Criticism. I make it my business to read it once a year.

* * *

The woman who wants to vote is an economic evil—she shows lack of instinct for husbandry.

* * *

Can you name one outstanding successful business man who has never dreamt his dreams?

* *

Every practical achievement of Thomas A. Edison was born in dreamland.

* *

A little advertising knowledge is a dangerous thing.

Printing Service

Next to quality, "service" is a very vital requisite to the buyer of Printing.

We create and produce the work in its entirety, designing - typesetting - printing and binding, which enables us to give you the best possible service.

The Hunter-Rose
Company - - Limited
12-14 Sheppard Street
Toronto

AMERICAN ADVERTISING

An article for the consideration of those who believe that American Advertising is altogether perfect. No one seriously disputes the high quality of some American Advertising, but it is possible that many of us imagine that there is more of it than there is.

Some very complimentary statements are made concerning American advertising *by Americans.*

Often these compliments are reasonable—sometimes they are excusable; but, in *very many* instances, they are unwarrantable.

One could hardly expect a man *engaged in the advertising business* in the U.S.A. to belittle the product of his trade.

Linger over the wording of *that* sentence.

There are a number of men engaged in the advertising business *who are not advertising men.*

And 65% of that number live, move and have their being in the United States.

Therefore, in all fairness to American advertising, we must differentiate between the product of advertising men and those who are incidentally engaged in the advertising business.

* * *

The cause of *near good* and *real good* American advertising lies in the tremendous enthusiasm of the sons of Uncle Sam.

Whatever their hands or brains find to do, they do with all their might.

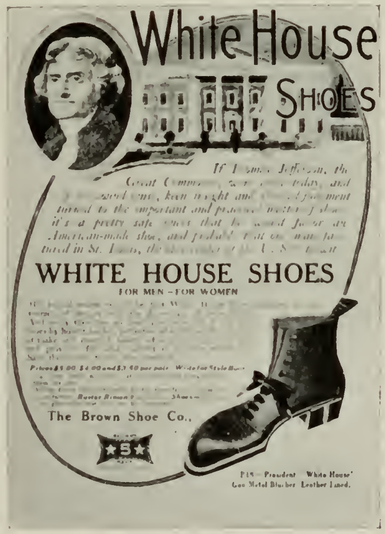
Their country is the only land on earth.

The old world merely existed to make the new world's way.

Other lands there be, sir, but these United States are supreme.

Everything that is done worth while is done there,—

And everybody.



White House Shoes

WHITE HOUSE SHOES

FOR MEN – FOR WOMEN

The Brown Shoe Co.,

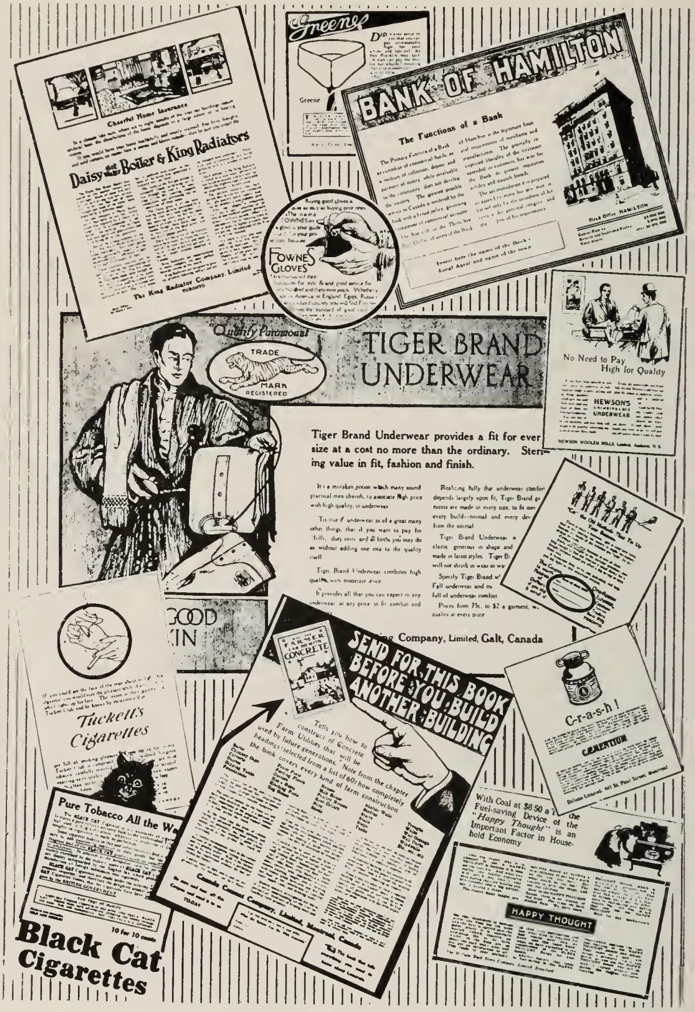
A little less of what Thomas Jefferson might or might not think and a little more about the Shoes would be better advertising.

Therefore American advertising is excellent—*always superlatively good.*

* * *

No carping critic am I.

Foreigners who skip across the wide Republic and then skip home again to write books about Uncle Sam and His Folks, ought to be


Cheerful Home Insurance
Daisy Hot Water Boiler & King Radiators
The King Radiator Company, Limited
TORONTO
Greene
BANK OF HAMILTON
The Functions of a Bank
Head Office HAMILTON
FOWNES GLOVES
Quality Paramount
TRADE MARK REGISTERED
TIGER BRAND UNDERWEAR
No Need to Pay High for Quality
HEWSON'S UNDERWEAR
Tuckett's Cigarettes
THE FARMER CAN DO WITH CONCRETE
SEND FOR THIS BOOK BEFORE YOU BUILD ANOTHER BUILDING
Canada Cement Company, Limited, Montreal, Canada
C-r-a-s-h!
Pure Tobacco All the Way
Black Cat Cigarettes
10 for 10 cents
HAPPY THOUGHT

Tiger Brand Underwear provides a fit for ever size at a cost no more than the ordinary. Sterling value in fit, fashion and finish.

It's a mistaken notion which many sound practical men cherish, to associate high price with high quality, in underwear.

Tis true of underwear as of a great many other things, that if you want to pay for "frills," duty costs and so forth, you may do so without adding one iota to the quality itself.

Tiger Brand Underwear combines high quality with moderate price.

It provides all that you can expect in any underwear at any price in fit, comfort and

Realizing fully that underwear comfort depends largely upon fit, Tiger Brand garments are made in every size, to fit every build—normal and every dev from the normal.

Tiger Brand Underwear elastic, generous in shape and made in latest styles. Tiger B will not shrink in wear or wa

Specify Tiger Brand w Fall underwear and full of underwear comfort.

Prices from 75c. to $2 a garment, quality at every price.

Company, Limited, Galt, Canada

Tells you how to construct of Concrete Farm Utilities that will be used by future generations. Note from the chapter headings (selected from a list of 60) how completely the book covers every kind of farm construction.

With Coal at $8.50 a ton the Fuel-saving Device of the "Happy Thought" is an Important Factor in House-hold Economy

The paramount essential in an Advertising Campaign is Strong "Copy." The above reproduction shows a few recent Advertisements designed and written by

The Gagnier Advertising Service

Saturday Night Building, Toronto

tarred and feathered, and permanently gagged.

Their impressions are not worth a single drop of Old Kentucky Rye.

I was ashamed of Charlie Dickens and Rudyard Kipling for years.

They said clever things about Uncle Sam in an entertaining way—to those who didn't know him.

They knew no more about the United States than the irrepressible Teddy knew about the government of Egypt.

The Colonel squared up matters "good and proper," thereby affording yours truly an opportunity of making a few remarks in the kindliest spirit about American Advertising.

* * *

Boys! I love your enthusiasm.

It recalls the buoyancy of youth—tingles the blood like rare old wine. All men die young in your land—they never grow old.

It's this effervescence of perpetual youth that has done the big things you have done.

And the illimitable faith you have in your own ability.

You often take the gambler's chance and make good, because you are convinced that you can do nothing wrong.

Particularly is this so in your advertising.

* * *

But—give an hour some day to the serious consideration of the *vast price you've paid* for the things you have done.

And remember that there's a big Canadian-born American up on your north-western frontier who believes that you are not doing all things well.

He even goes so far as to state that you have done many things you ought not to have done.

And solemnly predicts a time in the not far distant future when your children will reap the reward of your colossal carelessness and extravagance.

Ask the man who owns one

Suppose the man with the price doesn't know "the Man who owns one"—what is he to do?

Criticize James J. Hill if you will.

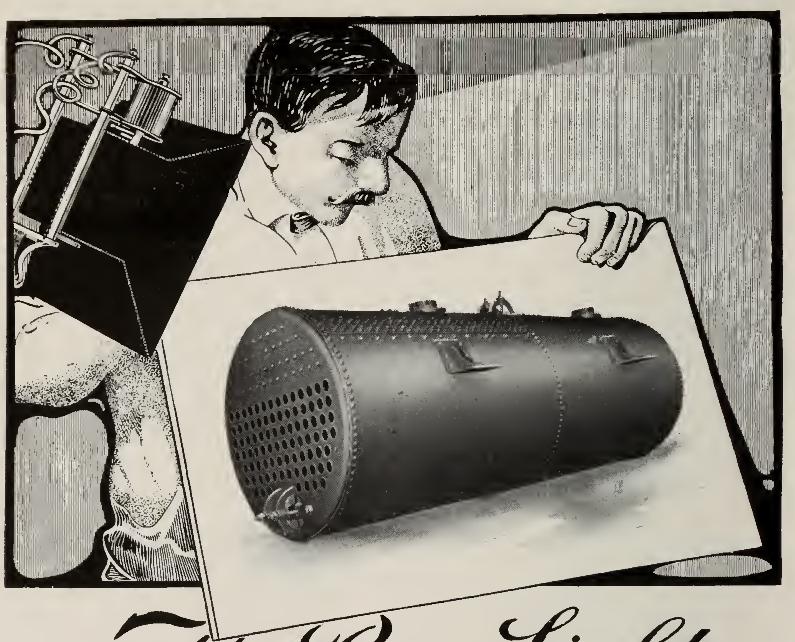
Declare that he is an ill-omened and rather selfish old gentleman.

Say that he does not know what the words "Altruism" and "Patriotism" mean.

Yet he's long on logic.

His statements are backed up with veritable batteries of facts.

And he is the clearest seer on the continent—a man of massive intellect and piercing vision.



The Proper Light *to look at the illustrating of your catalog is. First*-**QUALITY**-*Second* -**EFFECTIVENESS.** *Third* - **PRICE**.

You will Cover all these points by placing your work in the hands of Catalog specialists

the **LEGG BROS. ENGRAVING CO.**

DESIGNERS & ENGRAVERS

• 5 JORDAN ST. •

TORONTO --- CANADA.

This shrewd business man arraigns you at the bar of reason—points out your magnificent carelessness and sins of omission, and calmly declares that you do not know what "Economy" means.

Your fathers and yourselves have squandered a superb heritage—made desperate inroads into the inalienable rights of the commonwealth, and threatened the lasting stability of the nation.

James J. does not use these words, but he means them.

He calls you a nation of *spendthrifts*, and singles out the growing demand for the automobile as the surest sign that you are driving to the devil.

In this particular instance I am inclined to think that Mr. Hill has got the facts twisted—*even men of our calibre will make mistakes.*

The auto industry is not a stupendous waste — although *good sense, good legislation, good roads and "It" may ultimately put a crimp in railroad dividends.*

* * *

However, the main facts of Hill's preachment are indisputable—altogether correct.

You have pushed the word "Economy" out of your every-day vocabulary and you cannot blame the stranger for not hunting it up in the Index. You are extravagant in all things—wine, divorces, money and words.

And as a consequence *your advertising is extravagant*—very.

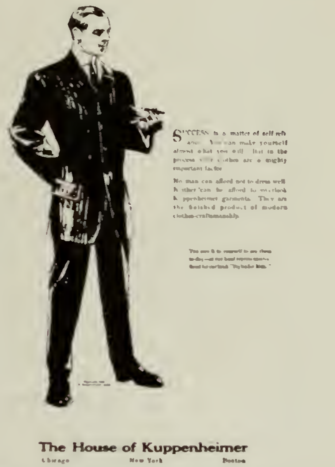
* * *

I can hear sibilant voices murmuring, "Put on the brakes, young man!"

And continuing in less threatening tones, "You gol' darned Outlander! what do you know about advertising anyhow?"

Well, gentlemen, some of my advertising knowledge—like some of yours—is merely conjectural.

But I have studied the distribution of merchandise in many lands—learned slick ways in yours, and decided to modify some.



The House of Kuppenheimer
Chicago New York Boston

The House of Kuppenheimer bought this page to tell men who didn't know anything about Kuppenheimer clothes something about them. The copy writer didn't think that necessary.

To vary the statement of your brainiest campaign-planner and business-getter: *If you can create a bigger demand for the same money—or the same demand for less money, why not do so?*

Your best men are agreed that that very thing could be accomplished.

It certainly would be easy to pick witness from amongst your-

THE CENTRAL PRESS AGENCY

(Established 1878)

F. DIVER, Manager

HEAD OFFICE
AND FOUNDRY
70-76 PEARL ST.
TORONTO

BRANCH

WINNIPEG,
175 McDERMOTT AVE.

ELECTROTYPERS STEREOTYPERS
ENGRAVERS DESIGNERS
AND
ADVERTISING CONTRACTORS

selves who would convict you of extravagance.

* * *

American advertising, in the mass, has never been seriously tested.

Plunges in the dark have been made with millions of dollars.

Commercial argosies have floundered through grand banks of mist to the shores of success.

Disasters innumerable have happened, but the deep water channel has not been chartered yet.

Odd daring skippers of the advertising Main have secretly and cunningly buoyed their courses—the men who put up their money have no chart.

An advertising appropriation cannot be insured—results are not guaranteed.

And that is hardly as it should be in the land where so much money has been experimented with.

* * *

75% of American advertising is an unknown quantity.

I know it is rank heresy to state that fact.

But—sooner or later the fact must be faced.

The shrewd commercial sense of the American will compel him to appoint an advertising committee — for the purpose of *investigating* advertising methods and *recording* ways that are sound.

All but the *kernel of truth* in advertising dogma will be rejected.

Reasons for the retention of any approved method will be tabled.

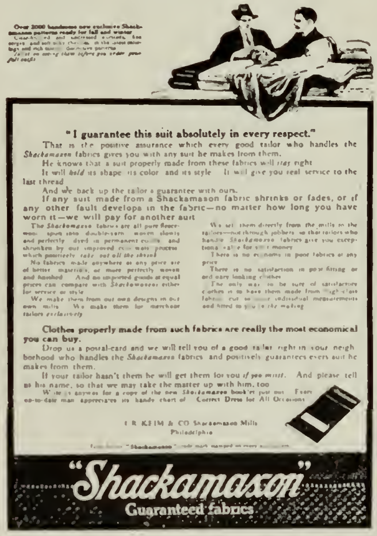
Reasons why over-old ways should go by the board will be recorded.

And all this in the interests of more and better advertising.

Many Americans, engaged in the advertising business, will object strenuously to this line of talk—immediate material interests will compel them to do so.

The better class of agents and men like Kennedy, Nast, Greene, De Weese, Mears and Hopkins will not.

These men are doing their best to bring advertising within the category of an *economic* science.



Over 2000 handsome new exclusive Shackamaxon patterns ready for fall and winter

[illegible] and unfinished worsteds, fine serges and soft silky cheviots, in the newest colorings and rich [illegible] patterns.

Insist on seeing them before you order your fall outfit.

"I guarantee this suit absolutely in every respect."

That is the positive assurance which every good tailor who handles the *Shackamaxon* fabrics gives you with any suit he makes from them.

He knows that a suit properly made from these fabrics will *stay* right.

It will *hold* its shape, its color and its style. It will give you real service to the last thread.

And we back up the tailor's guarantee with ours.

If any suit made from a Shackamaxon fabric shrinks or fades, or if any other fault develops in the fabric—no matter how long you have worn it—we will pay for another suit.

The *Shackamaxon* fabrics are all pure fleece-wool spun into double-yarn woven closely and perfectly dyed in permanent colors and shrunken by our improved cold-water process which positively *takes out all the shrink*.

No fabrics made anywhere at any price are of better materials, or more perfectly woven and finished. And no imported goods at equal prices can compare with *Shackamaxon* either for service or style.

We make them from our own designs in our own mills. We make them for merchant tailors *exclusively*.

We sell them directly from the mills to the tailors—not through jobbers so that tailors who handle *Shackamaxon* fabrics give you exceptional value for your money.

There is no economy in poor fabrics at any price.

There is no satisfaction in poor fitting or ordinary looking clothes.

The only way to be sure of satisfactory clothes is to have them made from high-class fabrics cut to your individual measurements and fitted to you *in the making*.

Clothes properly made from such fabrics are really the most economical you can buy.

Drop us a postal-card and we will tell you of a good tailor right in your neighborhood who handles the *Shackamaxon* fabrics and positively guarantees every suit he makes from them.

If your tailor hasn't them he will get them for you *if you insist*. And please tell us his name, so that we may take the matter up with him, too.

Write us anyway for a copy of the new *Shackamaxon* booklet just out. Every up-to-date man appreciates its handy chart of "Correct Dress for All Occasions."

J R KEIM & CO Shackamaxon Mills
Philadelphia

[illegible] "Shackamaxon" trade mark stamped on every [illegible]

Real advertising—the "Shackamaxon" people should be able to induce the better class of merchant tailors to subsidize this campaign.

They want the investigation right now.

And, believe me, it is more urgently needed than the Insurance investigation of a few years.

* * *

First-class American Advertising is the best on earth.

It is attractive, strong, logical, forceful, tactful, readable and cer-

Winnipeg Newspaper Union

(Owned and Controlled by Toronto Type Foundry Company, Ltd., Toronto)

Our List of Over 180 Country Weekly Newspapers

Covers the Canadian Northwest like a Blanket—and is the Only Reliable Ready Print List in the Canadian Northwest

AT the present time the Western Provinces offer the greatest opportunity for increasing business; not only on account of the recent harvest, but the rapid influx of settlers providing an ever-increasing and profitable market for the manufacturers of the East. In order to reach this market and obtain your share of the national prosperity the merits of your goods must be placed and kept before the consumers in the most effective manner.

It is universally acknowledged that this can be best accomplished through the local newspapers, which are more thoroughly read than any periodical which enters the home, and we, therefore, call your attention to the list of 180 Weekly Papers of the better class controlled by us, circulating throughout Manitoba, Saskatchewan, Alberta and eastern British Columbia.

This list covers 80% of the better class of Weekly Newspapers published in the great wheat-growing provinces. Your advertisement would, therefore, enter practically all the rural homes of the vast territory between Port Arthur, Ont., and Vancouver, B.C. Our advertisers are amongst the most prominent merchants and manufacturers in Canada, and that many of them have been using our list continuously for the past 15 years, is conclusive proof of its value in producing results.

As new towns are built, fresh additions are made to our list, so that, while covering the older settled portions of the West, we keep pace with the constant march of progress, thus placing your wares before an ever-increasing prospective clientele.

In arranging your advertising campaign, give our list a trial. It will pay you. We shall be pleased to send you samples of our Publications and quote rates upon advice of the size of advertisement and length of time you desire to insert.

ADDRESS

Winnipeg Newspaper Union

175 McDERMOTT AVENUE, WINNIPEG

Or to TORONTO TYPE FOUNDRY COMPANY, LIMITED

70-72 YORK STREET, TORONTO

tainly market-creating when it does not actually sell the goods.

Practiced Canadian and European advertising men freely admit all that.

But—*there is a tremendous quantity of American Advertising which amounts to nothing more or less than a wholesale slaughter of the Innocents.*

There are extenuating circumstances.

The rapid development of the United States, forcing the country from a lowly international place into the proud position of first commercial nation of the world in one short century, was bound to give birth to new and extravagant methods of merchandising.

The resources of the United States were staggering in their vastness. The population increased by almost a million annually for a hundred years.

A plethora of easily acquired wealth flooded the arteries of commerce—flowed unceasingly into industrial exchequers.

The factories of the United States have been taxed, in the main, to supply the domestic market—*up till now.*

But—in spite of that—it became the fashion for the American manufacturer to take a bulky percentage of his surplus and fling it into the maw of good old general publicity.

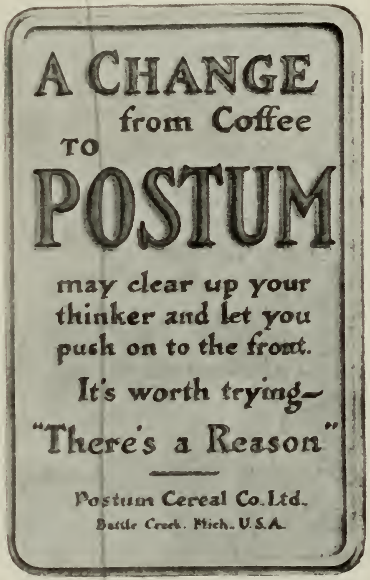
And *now*, after half-a-century's golden bombardment *real advertising* is emerging from the cloudland of irrational claims and bombastic assertions.

Real Advertising easily worth the stupendous cost.

Mr. Canadian Business Man! a word to you.

Nations and races have advanced in exact ratio to the care with which they have studied the experiences of others.

Japan jumped into a first-class world power in fifty years simply because she took a *short cut to knowledge.*



A CHANGE
from Coffee
TO
POSTUM
may clear up your thinker and let you push on to the front.
It's worth trying—
"There's a Reason"

Postum Cereal Co. Ltd.
Battle Creek. Mich. U.S.A.

"There's a reason." Very likely but it cannot appeal forcibly to the man who doesn't know it.

Long, long ago the gods of old Nippon crooned the nation to sleep—*Rest in the sun on your flower-clad hills for twice a thousand years—let more warlike peoples pay the price for the knowledge you can easily acquire then.*

Be that as it may—the Japanese have done these very things.

Our statesmen are already draw-

Come on in
Our
Circulation
is Fine.

The Canadian Century
Montreal

ing lessons from the experiences of the big Republic.

They are preaching the gospel of The Conservation of our Natural Resources, and pointing to the late discovery of its absolute necessity by United States legislators.

This is not the latest wall-paper design—it is an advertisement which proves the superiority of Gold Medal Flour ! !

Our business men must study the Industrial history of the Republic—profit by her experiences and act accordingly.

* * *

Two conclusions are unavoidable.

The concentration of capital makes for economic production—and, in some cases, tends towards economic distribution.

But—safe and sane advertising is the all-important factor in Economic distribution.

What is *safe* and *sane* advertising?

The question is natural and logical.

And most reasonably answered by successful advertisers, or their advertising managers.

These men have paid the price.

Success demands that they must view all phases of advertising impartially.

A record of the findings and conclusions of such men should prove at once interesting and valuable.

An object lesson in "The Mysteries of Advertising," as practised in the U.S.A

Some very successful advertisers have already contributed.

A notable article appears in this issue by Mr. R. L. Greene, advertising manager of the Sherwin-Williams Company.

It is hardly necessary to remind our readers that the world-wide paint business is largely the result of profitable advertising.

FARMER'S MAGAZINE

Paid advertising from shrewd advertisers is a reliable test of a publication.

The Farmer's Magazine holds the record for paid continuous advertising, among all first issues in Canada.

The advertisers in Farmer's Magazine, who are practically all leaders in their respective fields, would not place yearly orders commencing with the first issue were they not convinced that the country needs what the Farmer's Magazine gives.

They know that a strong, aggressive, economic journal for the farmer and his family, dealing with national questions of import to the farmer, is assured of a large national circulation.

They know that the MacLean Publishing Company during its twenty-four years in the publishing field have had no failures among their publications.

MacLean Publishing Company Limited
143 to 149 University Avenue - TORONTO, CANADA

FARMER'S MAGAZINE

That the MacLean Circulation organization, the biggest force of subscription getters under one head in all Canada, is behind the Farmer's Magazine.

If you want to talk about your goods to the best farmers in Canada, you can do so through the Farmer's Magazine. The best farmers will naturally be the chief subscribers to the "Magazine of Quality." Why not commence with the December Number ?

You will get 13 months' advertising for $300, full page; $180, half page; $100, quarter page. The same money beginning with the January issue gets only 12 months' advertising.

If you have not received a copy of Farmer's Magazine, write for one to-day. Look it over, examine its editorial contents, the class of its advertisers. If you do so, you will not hesitate to commence your campaign with the December Number.

Eastern Townships Bank Building - - - - - MONTREAL
511 Union Bank Building - - - - - - - - - WINNIPEG
11 Hartney Chambers - - - - - - - - - VANCOUVER

From Saskatchewan to Peru

Being the true story of an advertisement which appeared in "The Canadian Courier," Toronto, Canada

DURING the past summer the General Manager of The Office Specialty Manufacturing Company, Limited, visited the Canadian West. This is something that every manager of a large business establishment does each year—if he is as much alive as this particular Manager. He was not only visiting his numerous customers, but he was seeing the resources of the West. He took a day off to learn something about the lumber resources of Northern Saskatchewan, and visited the office of the manager of one of the largest lumber camps. It happened that there was a clerk in the office who wanted a new office desk. The clerk saw the psychological moment. He drew a copy of the Canadian Courier from his table, pointed out a picture of an office desk in its advertising columns, and explained that the advertiser, the medium, and the consumer had met. The clerk got his desk; The Office Specialty Manufacturing Co., Limited, got the business, and the Canadian Courier got the credit.

Nor is that all in this story. If any manufacturer will write to the Manager of The Office Specialty Manufacturing Co., Limited, he will tell him a similar story about some correspondence with a gentleman in Peru who saw the advertisement in the Canadian Courier, and wanted to buy up-to-date office furniture. Peru and Southern Saskatchewan are five or six thousand miles apart, but the Canadian Courier covers a lot of ground. It has readers in nearly every country in the world. It is read as carefully in Vancouver and Victoria as it is in St. John or Halifax.

The foregoing story illustrates the value of the Canadian Courier's circulation. Its *quality* is the feature we want the advertiser who is considering it to underline. The best citizens throughout the entire Dominion read it, and naturally they are the best buyers.

The circulation sheets of the Canadian Courier are open for the inspection of any interested advertiser. If you cannot come to look them over, a detailed statement showing how the circulation is distributed over the Dominion will be furnished on request.

THE CANADIAN COURIER

The National Weekly

JOHN P. PATTERSON, Advertising Manager **Toronto, Canada**

FLOUR ADVERTISING

Mr. Emile M. Emery, Lake of the Woods Milling Company, has contributed the following interesting letter. There are noticeable weaknesses about flour advertising, and we are glad that Mr. Emery has referred to them.

Dear Sir,—Just at present our advertising may be said to be in a state of evolution or transition, and for that reason I would not consider our advertising story of overmuch interest to your readers.

I may remark, however, that what I consider a serious failing in our advertising is quite general amongst competitive national advertising, so that we may take some little comfort to ourselves.

It is a fact that accounts entirely in the hands of advertising agencies lack almost entirely follow-up or office sales work, and this deprives the advertiser of perhaps more than half the benefit his appropriation under other circumstances might bring. Yet these same advertisers cannot be brought to see the advantage of a competent advertising manager. Moreover, being dependent almost exclusively on their agent for advertising counsel, the advice they receive is strongly tinctured with the evils of the commission basis. This is hardly the fault of the agent, since he must necessarily adopt the medium with which he is most familiar through training, experience, and towards which his interest urges him.

I maintain that newspaper advertising (for a proposition like ours) is only ONE link in the chain, and NOT the most important link at that. All my aim for quite a period has been towards a complete campaign with a sturdy backbone, and until we arrive at least within sight of the goal I do not think that our advertising experience would differ from that of those whose advertising has reached the same state of transition—or indecision.

Anything which I might say, therefore, dealing with past experience, not mere theories or dreams for the future, could only embrace a more or less hackneyed analysis of copy-writing and display. Perhaps this expression would be somewhat more authoritative coming from the actual writer of our copy, who is a student of conditions both competitive and alien.

There is a missing link in all Canadian flour advertising as it is being done to-day. I recognize the evil, and think I know the remedy, but my regret is that we cannot apply it under present conditions; and until these conditions change we can only saw wood and say nothing.

Thanking you for the opportunity, I remain,

Yours truly,

Emile M. Emery.

45,000 CIRCULATION GUARANTEED 45,000

By Messrs. N. W. AYER & SON of Philadelphia
By Five prominent members of our staff (under oath)
By The Association of American Advertisers

"La Patrie has never refused to have its circulation investigated," and this is a fact that no other French evening paper in Montreal can claim.

La Patrie is the only French evening paper in Montreal that would permit a thorough investigation of its circulation by Messrs. N. W. Ayer & Son, of Philadelphia, the publishers of the newspaper annual and directory, and one of the largest advertising agencies in America. Not only did La Patrie welcome the investigation made by Messrs. N. W. Ayer & Son, but on receipt of their circulation certificate, a copy of same was sent to everyone of our advertisers and others interested.

Last July, La Patrie issued a statement showing its circulation for the preceding six months, and this was sworn to by five prominent members of the staff, in the presence of Mr. Beaulieu, notary, of the Province of Quebec.

A few days ago an official representative of the Association of American Advertisers came to La Patrie and found our circulation books just as wide open to him as they are always open to every one of our advertisers. He found that La Patrie has the Circulation that it Claims to Have.

Advertisers who wish to cover the French field of Montreal and Quebec Province, cannot do so without using La Patrie, the paper that has the fastest growing circulation of any French paper in Canada.

La Patrie

Reaches the People with MONEY to Spend,
and has a Circulation of Quantity and Quality

TORONTO OFFICE - - - 61 CANADA LIFE BUILDING

EDGAR J. GUY, Representative

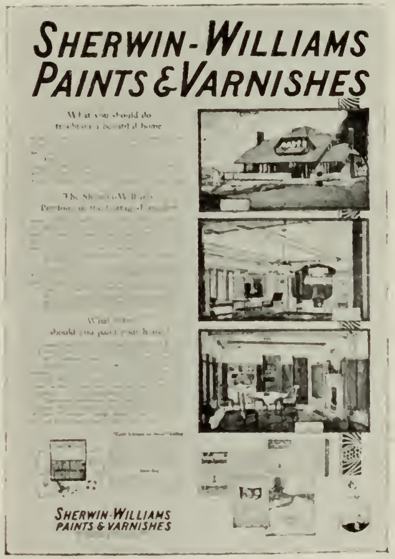
SHERWIN-WILLIAMS ADVERTISING

An interesting article by Mr. R. L. Greene, advertising manager of the Sherwin-Williams Company. The editor has taken the liberty of illustrating the article, and is responsible for the foot-notes.

The founders of The Sherwin-Williams Co. believed that it was necessary to live up to one great underlying principle in order to build up a permanent and successful business. That principle was "Good Quality." So they started out with the ambition to make each line of products that they produced just as good as they knew how to make it, to constantly keep this idea in mind, and to work ever toward the improvement of all the paints and varnishes bearing the Sherwin-Williams label.

And so the foundation of the business was laid on a rock and the great principle lived up to at the time the business was started, and religiously adhered to since that time, has proved its value from an ethical standpoint and from a practical business standpoint as well.

At the same time the founders realized that while good products would hold customers, good products in themselves could not get customers. It was of vital importance to let the trade know just what The Sherwin-Williams Co. had to sell. So forty years ago the Sherwin-Williams advertising started, although very modestly at first, and according to the ideas then in vogue, which were very primitive and simple as compared with the elaborate advertising campaigns of to-day. Then, the Advertising Manager was a member of the firm who had a peculiar ability in such matters and was so interested that he found it a pleasure to give some time and attention to the publicity end of the business.


SHERWIN-WILLIAMS PAINTS & VARNISHES
SHERWIN-WILLIAMS PAINTS & VARNISHES

A business bringer.

Since that early day the growth of the advertising and the Advertising Department has been gradual, but steady. At the present time

It's easy to sell goods to people who have money!

80 PER CENT of the farmers of Canada are **comparatively** wealthy. They have plenty of cash to buy **all** the necessaries and **many** of the luxuries of life. Mr. Advertiser! As a plain business proposition, don't you think that it would be good policy to tell your selling story in

"Canadian Farm"

the live weekly newspaper of an original type that **has made good?** "Canadian Farm" is not a magazine nor a periodical and **certainly not an experiment**, but **an illustrated weekly farm journal which is read in nine provinces** by farmers who have the money to buy what they want when they want it.

You can blanket the farms of Canada economically and profitably by using the "Canadian Farm." Ask your Advertising Agent—he knows,—or send for a sample copy and judge for yourself.

The Canadian Farm

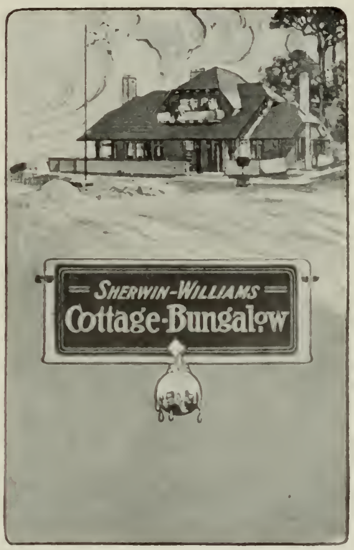
12 Wellington Street East - - Toronto, Canada

the Advertising Department is quite an elaborate organization, with Printing and Sampling Departments at Montreal and Cleveland, the combined equipment of the two Printing Departments containing 21 printing presses, several cutting machines, automatic folding machinery, stitching machines, and the other equipment that goes to make up a modern printing plant. In addition there is complete equipment of special machinery for making the color cards so essential in the paint business, for painting the color sheets automatically and pasting the little color chips on the cards.

The organization is quite complete, and is divided into Editorial Department, in which five copy men work steadily on the preparation of advertising matter; Art Department, employing two artists and layout man; Decorative Department, for furnishing free of charge suggestions for interior and exterior decoration to the general public, and a General Office Department for taking care of the clerical work. In addition to this organization at headquarters, in each of the large district offices, there is in charge of the district distribution of advertising matter, a Promoting and Advertising Manager, and under him quite a large staff to take care of the needs of his district.

Roughly speaking, the work of the Advertising Department can be divided into three classes: First, general publicity work through magazines, agricultural papers, newspapers, trade papers, etc.; second, publicity work through bill-boards, bulletin-boards, etc.; third, direct advertising through the mails to possible trade and on behalf of the retail trade already established, and store equipment for dealers.

Under the first class, The Sherwin-Williams Co. this year is carrying on a very aggressive campaign. In exploiting Sherwin-Williams Paint and Varnish products, a new idea has been exploited and, instead of continuing to talk Quality, and explaining in detail just why Sherwin-Williams Paints and Varnishes should interest the buyer of good quality products, the idea is now to show possible paint or varnish users the effects that can be obtained by the right use of these products. Paint and Varnish is largely a technical subject, hard for the uninitiated



An artistic cover design for an artistic book.

The Outlaw

By Charles Badger Clark, Jr.

When my loop takes hold on a two-year-old,
  By the feet or the neck or the horn,
He kin plunge and fight till his eyes go white,
  But I'll throw him as sure as you're born.
Though the taut rope sing like a banjo string
  And the latigoes creak and strain,
Yet I've got no fear of an outlaw steer
  And I'll tumble him on the plain.

For a man is a man and a steer is a beast,
  And the man is the boss of the herd;
And each of the bunch, from the biggest to least,
  Must come down when he says the word.

When my leg swings 'cross on an outlaw hawse
  And my spurs clinch into his hide,
He kin r'ar and pitch over hill and ditch,
  But wherever he goes I'll ride.
Let 'im spin and flop like a crazy top,
  Or flit like a wind-whipped smoke,
But he'll know the feel of my rowelled heel
  Till he's happy to own he's broke.

For a man is a man and a hawse is a brute,
  And the hawse may be prince of his clan,
But he'll bow to the bit and the steel-shod boot,
  And own that his boss is the man.

When the devil at rest underneath my vest
  Gets up and begins to paw,
And my hot tongue strains at its bridle-reins,
  Then I tackle the real outlaw;
When I get plumb riled and my sense goes wild,
  And my temper has fractious growed,
If he'll hump his neck just a triflin' speck,
  Then it's dollars to dimes I'm throwed.

For a man is a man, but he's partly a beast—
  He kin brag till he makes you deaf,
But the one, lone brute, from the West to the East,
  That he kaint quite break, is himse'f.

to grasp when any attempt is made to explain the quality and the uses of the various kinds of paint and varnish products. It is a long story which is bound to be more or less dry and uninteresting to the average reader, but everybody is interested in the preservation and the decoration of their home. Any information or knowledge that can be given out along this line is quickly read and appreciated by the general public. Tnis is very clearly demonstrated by the tremendous volume of replies that are being received in response to the color advertising that The Sherwin-Williams Co. has been doing this Fall.

In addition to using a large list of the leading magazines, they are also using a comprehensive list of the leading agricultural papers. The farmer is a big buyer of paints, and the agricultural press is one of the best media through which to reach him. The most intelligent, aggressive and prosperous farmers in the country read the agricultural papers, so as to keep in touch with the latest ideas in the practice of agriculture. The farm paper is the farmers' technical journal.

The various trade papers are also used to reach special manufacturing industries interested in paints and varnishes for the finishing of their products.

Not everybody is a careful and consistent reader of a magazine or farm paper, and there are a great many people who are influenced by what they see in their day's journeying around their home town or neighboring cities, and so the campaign would not be complete without some general medium of advertising that was so placed so as to reach all the people. For this reason, The Sherwin-Williams Co. uses railway bulletin-boards which are located in the neighborhood of the principal cities on the continent, and for this same reason at particular seasons of the year, when people are naturally most interested in paints, bill-boards are helpful in giving favorable publicity to Sherwin-Williams name.

To-day is a day of co-operation. The most successful manufacturers are those that offer the retail dealers assistance in moving their goods from their shelves. The most successful retailers are those that are alive to the possibilities of nationally advertised goods, and who are willing to use the helps offered to them by the manufacturers. One of the great factors that has assisted The Sherwin-Williams Co. increase their business and grow to their present dominating position, in addition to the high quality of their goods, is the assistance that they give the dealer. With The Sherwin-Williams Co. it is not simply a matter of selling the dealer a stock of goods. That is only the first step. Such action forms, as it were, a partnership between the company and the dealer. Numerous helps are offered in the way of handsome display cards for counter and window use, special window trims for use at times of the year when paint is uppermost in the minds of the buying public, handsomely labelled packages, handsome display cartons, enclosing slips and stickers, one-sheet posters for local campaigns, newspaper electrotypes and

How to Get Results in B.C.

¶ The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

¶ That was when the SATURDAY SUNSET was in its first year.

¶ The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

¶ It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

¶ It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The Saturday Sunset

Vancouver, B.C.

Mr. Advertiser

our field is your field consider it—

LONDON IS

the distributing centre of 200 mile territory; manufacturing city of 50,000 people; surrounded by most rural routes in Canada; railroad centre for seven lines of railway; purchasing **depot for people** of Western Ontario.

The citizens of London and district are well-to-do and good spenders when offered value. Offer them your goods through the advertising columns of **The London Advertiser** and your results will be large. Circulation guaranteed. Send for sworn statement. Let us quote you rates or ask any advertising agency.

London Advertiser

Circulation 17,000

Established 1863

special ad. service for the dealer who uses his local paper, carefully prepared personal letters for property owners which are sent out as requested by the dealer; in short, a very complete system of direct mail advertising.

A complete plan of advertising is in reality presented to each dealer who handles Sherwin-Williams products. While a greater burden of the expense of this advertising is carried by The Sherwin-Williams Co., it necessitates also some expenditure on the part of the dealer. This plan is a wise one. Any plan of advertising between dealer and manufacturer must be co-operative. That is, there must be active interest and aggressiveness on the part of both. Any dealer who does not take enough interest in such a plan and induce him to make a comparatively small expenditure of his own money, would not make a success of it under any conditions. In accepting the plan as presented to him, he not only builds up a profitable paint and varnish business, but he also helps his general business by bringing people to his store. This co-operation should be the key-note of all modern and up-to-date advertising campaigns.

PERSONAL NOTES

Our readers are requested to forward any news items of general interest. Changes in the personnel of manufacturing and publishing concerns —new buildings or the instalment of new machinery will be recorded.

International Varnish Co.'s new paint factory is about ready for the roof. Up-to-date machinery has been bought, and is now ready for instalment. When completed this factory will be one of the most modern and best equipped on the continent. The management fully expect the wheels to be whirring in the new place early in the coming year.

* * *

The Toronto office of *La Presse*, of Montreal, which since January last has been located in the Dineen Building, has been transferred to No. 152 King Street West, in the Palmer House Block. This move to a more central location and larger quarters has been made necessary by the increasing amount of business handled by this office, and the need of improved facilities for co-operating with advertisers. Mr. King, *La Presse's* Ontario representative, reports a very keen interest on the part of advertisers generally, in the field covered by *La Presse.*

* * *

Colonel J. B. MacLean has determined to give the farmer the magazine he should have had some time ago. The new magazine is entitled "Farmer's Magazine." The object of the publication is to promote the betterment of social conditions in rural communities. It will provide information and entertainment—promote intelligent thinking upon social and economic questions—advise upon investments—give practical instruction in systematic accounting for all branches of farm business—will appeal to the common-sense, not to the prejudice, and will promote every interest of the agricultural community. Advertisers will be pleased to

THE

CALGARY HERALD

Is the leading newspaper and the standard advertising medium between Winnipeg and the Pacific Coast.

Circulation 10,500 Daily

The great Middle West is the best buying field in Canada. NOW is the time to break into it,—not next year.

Alberta farmers have more money to spend this year than ever before.

The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about The Herald.

"You can't begin to cover Alberta without The Herald."

The Herald Publishing Company Limited
DAILY CALGARY, ALBERTA WEEKLY

Ninety-two Million Dollars

Is the value of Saskatchewan's grain crop for 1910. This means money for the manufacturer. You can best reach the people who have this money to spend by using

THE REGINA LEADER

Daily Circulation for September, 5,093
Weekly Circulation for September, 7,068

Further particulars regarding Advertising Rates, etc., on application

The Leader Publishing Company Limited
REGINA, SASKATCHEWAN

To Cover Saskatchewan You Must Use THE LEADER

know that the distribution of the new magazine is guaranteed.

* * *

Mr. A. H. Byrne, who has been connected with the advertising department of *Rod and Gun in Canada* for the past seven years, has resigned his position to accept one with the MacLean Publishing Company. Mr. Byrne's work on *Rod and Gun in Canada* will be taken up by Mr. D. B. Taylor and his staff of assistants who have charge of the Advertising Department of the three publications issued by W. J. Taylor, Ltd., viz., *Rod and Gun in Canada, Motor Magazine of Canada*, and *The Athletic World.*

* * *

Mr. Thomas Hunter has left the Hunter, Rose Co., Ltd., to take a position with Bridgens', Limited.

* * *

Mr. D. W. B. Spry, formerly the Montreal representative of the Hugh C. MacLean Co., Ltd., has been appointed General Manager of that company's Winnipeg concern. Mr. Spry is succeeded in Montreal by Chas. C. Mason, formerly English manager of the *Engineering Magazine* of New York.

* * *

Mr. S. H. Howard, formerly city Advertising Manager for The Robt. Simpson Co., Ltd., has opened an office in the Temple Bldg., where he will "dispense Advertising copy from Room 1107 for any honest body or any honest thing." Mr. Howard's long experience and known ability should command the work of retailers who want first-class service.

* * *

"Good Work, Prices Right"—that is the chief plank in the business platform of George Shepard, who has started a printing, binding and engraving business at 33 Scott St., Toronto. The new concern is known as the Geo. Shepard Printing Co.

* * *

The Desbarats Newspaper Directory, a handsomely bound and well-printed volume of 328 pages, has reached us. This Directory should be on the desk of every Advertiser in the country.

* * *

Mr. John Nelson left the *Times*, Victoria, some time ago to take charge of the *News Advertiser*, Vancouver. The *News Advertiser*, Vancouver's only morning paper, has become representative of the Australian Association, which not only maintains a good domestic service in the commonwealth, but a very efficient London staff. The *News Advertiser* is about to instal a sextuple press, now being manufactured by R. Hoe & Co., New York.

* * *

The Canadian Century has completed arrangements for the purchase of the subscription list of *Canadian Life and Resources*, and will begin mailing that magazine to subscribers with *The Century* issue of November 26th—possibly November 19th. *Life and Resources* will get out the November issue, and after that the publication will be merged with *The Canadian Century*. This will add 7 000 new subscribers to *The Century's* present list. The publishers of *The Canadian Century* deserve credit for their aggressiveness. They will have a new and complete circulation statement ready for distribution at an early date. Mr. O. C. Pease has been appointed *The Century's* advertising representative in Toronto, and has opened an office at 31 Queen Street West.

* * *

"We have not made a single specific announcement in the Semi-ready Special which has not brought results, and we feel that the great organ is a broad-chested, high-browed advertising medium, and its advertising manager should be wearing a No. 10 hat. But he still sticks to prohibitive rates and will not allow any other business house to say a solitary word to our million readers."

Now, what do you think of that?

THE JOURNAL

EDMONTON - ALBERTA

Sworn Circulation for August, 1910 **5414**

Sworn Circulation for August, 1909, 3294

M. R. JENNINGS - - - Editor and Managing Director

Montgomery Still East

GET YOUR ORDER AND COPY
IN FOR THE

XMAS NUMBER

OF

Canada Monthly

(Formerly Canada West Monthly)

The Magazine that Circulates Among Western Canadians

The People with $400,000,000 to Spend

Vanderhoof-Gunn Company Ltd

WINNIPEG, MANITOBA

Toronto Office: 68 Victoria Street. Phone Main 1207.

PUBLISHERS' ADVERTISING

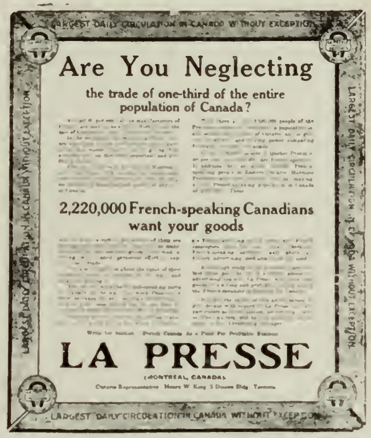
A Department Conducted for the Purpose of Dispelling the Delusion that Publishers, as a Class, do not Believe in Advertising. Samples of Newspaper and Periodical Advertising will be Commented on in the order in which they are received.

Publishers, by their attitude towards advertising, can build up a stronger, wider faith in advertising than one would readily expect. That this faith should be nurtured and built up, not because of selfish motives, but in the interests of the community and commerce in general, every reasonable advertising man believes.

The French papers of Canada have been among the first to realize the influence of good newspaper advertising. *La Presse* has advertised consistently for years, and now the big French Daily is carrying on an aggressive campaign which would do credit to any newspaper in the world.

La Presse organized a special promotion department more than a year ago, for the purpose of hammering home the vital facts in connection with the French-Canadian field, as they concern National advertisers. Some time ago this department published a booklet entitled "French Canada as a Field for Profitable Business," and it contained facts and figures which were bound to interest every live advertiser in Canada. The booklet was backed up by numerous forms of "Direct Appeal" literature well worthy of the cause.

But, the publishers of *La Presse* were too far-seeing to depend entirely on "Direct Appeal" literature. They fully realized that a newspaper campaign was essential, however effective "Direct Appeal" stuff might be. The ad. reproduced on this page is one of a series of able announcements, and, it is not too much to say that *La Presse's* campaign is bound to help the cause of general advertising considerably.



LARGEST DAILY CIRCULATION IN CANADA WITHOUT EXCEPTION

Are You Neglecting

the trade of one-third of the entire population of Canada?

2,220,000 French-speaking Canadians want your goods

LA PRESSE

(MONTREAL, CANADA)

Strong newspaper advertising.

Publishers who take their own medicine are rare enough to make the campaign of the big French Daily stand out significantly. The promotion department of *La Presse* is conducted by W. J. Healy, one of the most experienced promotion men in the Dominion.

Carhartt's
OVERALLS AND GLOVES
FIRST IN THE HEARTS OF UNION MEN
FACTORIES WHERE RULES THE EIGHT-HOUR WORKDAY
HAMILTON CARHARTT, MANUFACTURER DETROIT AND TORONTO

Cut-Out in six colors,
designed and executed by
THE HOUGH
Lithographing Co.
Limited
96-104 SPADINA AVENUE,
Toronto, Canada

Alex. Macpherson, - *President*
T. P. Adams, - *Vice-President*

GOOD WORKMANSHIP ART BUSINESS METHODS

High-Grade Color Work a Specialty

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette
MONTREAL

The only English morning daily in Montreal is "THE GAZETTE."

DEALERS TAKE SPECIAL INTEREST IN CERTAIN LINES

Why the Commercial Value of an Article Properly Advertised in a Good Trade Paper is Greater than that of a Competing Line which is Not, even though Quality, Price and Profit be the Same in Each Case.—By T. J. Tobin, Advertising Manager, The Canadian Grocer.

A convention was held recently of all the salesmen for a house whose headquarters for Canada and the United States are at Toronto.

At the closing session the general manager delivered an address on "A Specialty Man's Work and What it Embraces."

One section of that address impressed the writer particularly. It was this:

"Did you ever wonder why merchants take special pride and interest in certain lines and not in others?

"It is not because they get an excessive profit, for fat profit to the merchant means thin value to the consumer, and that would injure his trade.

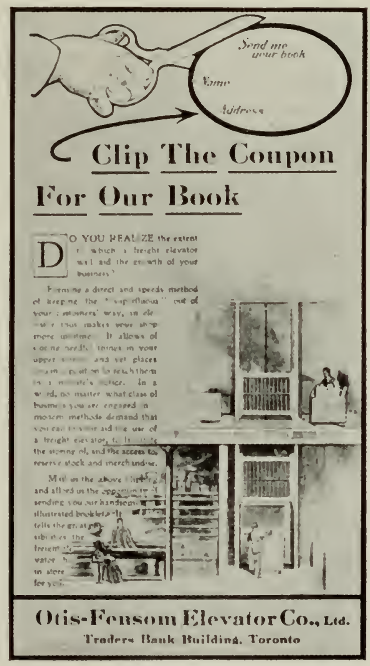
"The merchant has become enthused with the goods.

"The secret behind it is salesmanship."

And Advertising.

In discussing this point we can group the two causes that lead to the effect. Advertising and salesmanship are alike in that both are trying to influence the mind of the dealer—trying to teach him to believe in you and your goods.

The only difference is that advertising conducts a public school, while salesmanship gives individual lessons.



Send me your book

Name

Address

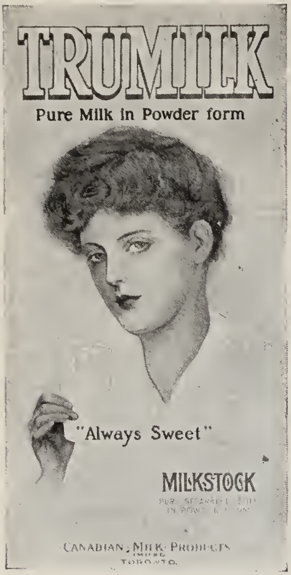
Clip The Coupon For Our Book

DO YOU REALIZE the extent to which a freight elevator will aid the growth of your business?

Otis-Fensom Elevator Co., Ltd.
Traders Bank Building, Toronto

Artistic but why strain the reader's eyes?

Let us say that a certain dealer has in stock two brands of pickles of the same quality, that sell at the same price.



Effective Advertising Plus Free Space

Study this hanger for a moment and its **probable** results. Because of its **individuality** it attracts—because of its **beauty** the space on which it is displayed **costs nothing.**

We are specialists in designing **Calendars—Hangers, etc.** Tell us your requirements—our **Artists** will make **a special** study of your case.

Rolph & Clark, Limited

Simcoe and Pearl Streets

TORONTO - ONTARIO

Hamilton the Electrical City of Canada

We Do All Kinds of
Job Printing
Give Us a Trial

ADVERTISE IN
THE TIMES

Practically all the best families in the City and County read THE TIMES. Consequently it is the Newspaper through which to reach the GREAT BUYING PUBLIC of this district.

The Semi-Weekly goes into the homes of the farmers of Ontario and the Northwest.

THE TIMES IS THE PAPER FOR YOU.

DAILY AND SEMI-WEEKLY

Hamilton - Ontario

Allow him an equal margin of profit.

One is advertised through his trade paper, and the other is not.

"Yet he bought both of them, so what difference did the advertiser make?" some readers of this article will ask.

Yes, he bought both brands, and we'll allow that so far as the initial order is concerned, they are *apparently* on the same footing.

You will note that we emphasize the word *apparently*.

It must be remembered that these goods have to be sold, and repeat orders sent in again and again before final judgment can be passed.

So far as quality, price and margin of profit are concerned, neither has any advantage.

Yet in one of them the dealer takes a special pride and interest—he gives it the preference in display—he recommends it to his customers—he devotes liberal space to it in his local advertising—he hangs the store card, supplied by the manufacturer, in a prominent position, and frequently gives it a place in his window, along with the goods—in short, he makes this brand his leader.

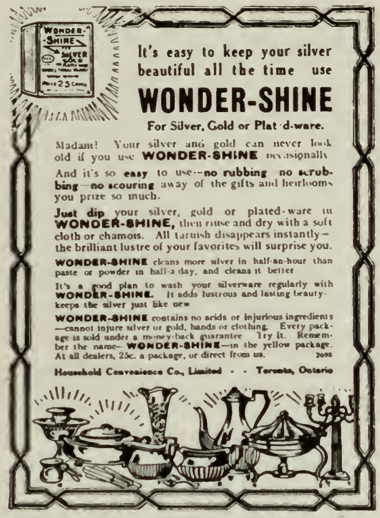
Why?

Because the manufacturer has communicated to him his own faith in the goods—his own enthusiasm in their ability to please the most particular people—his own pride in the fact that they are winning a steadily expanding market.

The traveller who took the first order reflected the faith and enthusiasm of the manufacturer.

The advertising that had previously appeared in the trade paper played its part as well.

Then, week after week, all the year round, the dealer reads in this paper a series of earnest, straight-from-the-shoulder talks about this brand of pickles.


WONDER-SHINE
SILVER GOLD
Price 25 Cents

It's easy to keep your silver beautiful all the time use

WONDER-SHINE

For Silver, Gold or Plated-ware.

Madam! Your silver and gold can never look old if you use **WONDER-SHINE** occasionally

And it's so **easy** to use—**no rubbing no scrubbing—no scouring** away of the gifts and heirlooms you prize so much.

Just dip your silver, gold or plated-ware in **WONDER-SHINE,** then rinse and dry with a soft cloth or chamois. All tarnish disappears instantly—the brilliant lustre of your favorites will surprise you.

WONDER-SHINE cleans more silver in half-an-hour than paste or powder in half-a-day, and cleans it better

It's a good plan to wash your silverware regularly with **WONDER-SHINE.** It adds lustrous and lasting beauty—keeps the silver just like new

WONDER-SHINE contains no acids or injurious ingredients—cannot injure silver or gold, hands or clothing. Every package is sold under a money-back guarantee. Try it. Remember the name—**WONDER-SHINE**—in the yellow package. At all dealers, 25c. a package, or direct from us. 2698

Household Convenience Co., Limited - - Toronto, Ontario

Good advertising.

He reads them at a time selected by himself to study matters connected with the handling of pickles and the other lines that comprise his stock.

Every advertisement carries the suggestion that this particular brand of pickles is worthy of the dealer's special attention, in display, recommendation, etc.

Each succeeding advertisement is a fresh reminder of the fact that

Hamilton Newspaper Union List

Comprising 75 FIRST-CLASS Weekly Papers

Sworn Circulation for 1909 - 2,889,732
Weekly Average - 55,571

This List is Used by Many of the Largest Advertisers in the United States and Canada. Enough said.

For Rates, etc., Address
Hamilton Newspaper Union - Hamilton, Can.

MR. ADVERTISER!

WHEN YOU HAVE GRASPED THE FACT THAT

THE NEWS

is all-important in Toronto and throughout Ontario—circulates freely among buyers of YOUR product—then, our uncommonly low rates will agree with your ideas of economy.

Let us get together and talk it over.

WE WANT TO SHOW YOU WHY

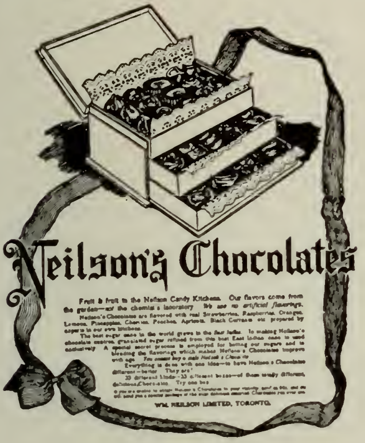
THE NEWS

—IS—

Toronto's Acknowledged HOME Paper

here is a line which should have a bigger sale—

A line that will justify the special attention the dealer is asked to give it.



Neilson's Chocolates

WM. NEILSON LIMITED, TORONTO

Attractive advertising.

The advertising never misses a week.

Every time the dealer picks up his trade paper—there it is.

The enthusiasm of it is catching.

Whenever the dealer thinks of pickles, this brand comes first to his mind.

He finds it easier to talk about to his customers than the other, because the advertising has made him familiar with the talking points.

He knows all about the special care exercised in selecting the vegetables, all about the fine quality of the vinegar, etc.

As a matter of fact, he uses this brand of pickles on his own table, and knows it to be good.

Now let us see what is the standing of the two brands that *apparently* started out on an equal footing.

One has satisfactory quality, price and profit.

The other has satisfactory quality, price and profit plus the enthusiasm and salesmanship of the dealer.

Under such conditions what relationship do you suppose the sales of the latter will bear to the former?

You don't have to puzzle over the answer.

All of which proves that the commercial value of an article properly advertised through a good trade paper is greater than that of a competing line which is not, even though quality, price, and profit be the same in each case.

S. H. HOWARD
COPY
SH
Distinctive Advertising
"Reason - Why" Copy
"Heart - to - Heart" Talk
10 years of Department Store Experience
1107 Temple Bldg., Toronto
Main 2024

THE LITTLE

AN ADVERTISEMEN

THERE is a world of misconception regarding the adding machine's usefulness.

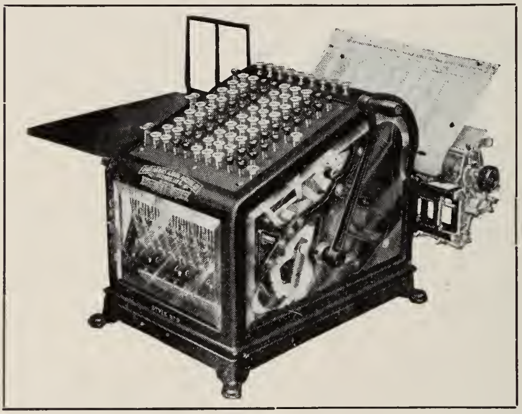
Some small dealers seem obsessed with the idea that this modern appliance is for the Big Fellow alone.

Not so, never, not at all—or words to that effect.

The Little Fellow—the man who has a small business and waits on customers himself—is the individual who really needs the Burroughs bookkeeping machine—say the Number Six.

Big concerns, of course, take advantage of every time-and-labor-saving device.

The small dealer frequently does his own bookkeeping, and perhaps at rush times is assisted by the Boy. The Boy is a good boy as boys go, but youth is volatile and impetuous, and there is danger perhaps that Mehitable Jones's itemized statement may get tangled up with Ty Cobb's batting average.



Where you have only to press a key to get it Right, a dog-fight in the alley isn't going to interfere with the correctness of a column of figures.

The Burroughs bookkeeping machine is dependable, reliable, accurate and honest—and it never threatens to leave Saturday Night!

BURROUGHS ADDIN

European Headquarters: 76 Cannon Street, London E.C., En

FELLOW, TOO

ELBERT HUBBARD

Trial balances, statements to customers, sales and profit records, stock records, checking invoices—the Burroughs does all this, and more. It doesn't pay to run any business by guess.

A man who has all the details of his business safely corralled at the close of each day has a firmer grip on Life and is always ready for the dawn of a to-morrow. He knows when to be conservative and when to plunge. He knows his standing to the ultimate dime, and knowing this he is in a position to instantly do the right thing when forced to make a quick decision.

Don't get the idea that banks, railroad offices and the like are the only ones who need adding machines—no indeed. The groceryman, the shoe dealer, the jeweler, the druggist, the butcher, the baker, the general merchant all will find that the Burroughs banishes blunders, decreases costs, increases profits.

Convincing literature and specific information regarding the adaptability of the Burroughs machines to your particular business will be sent upon request.

Seventy-One Styles of Burroughs Bookkeeping Machines—One to Handle Any Kind of Work: and Made to Fit Any Pocket.

If you are interested in **"A Better Day's Work,"** write us (using letterhead) for our unique book under that title. Now in its fourth edition—192 pages. 125,000 already distributed. ¶ Other books: **"Why Don't You Go Home?"**—a 48-page book for retailers. Also **"Cost-keeping Short Cuts,"**—180 pages—giving simplified methods for cost-keeping departments.

MACHINE COMPANY

6 BURROUGHS BLOCK - - DETROIT, MICHIGAN

CANADA'S GREATEST MARKET
Manitoba, Saskatchewan, Alberta, British Columbia

If you would interest Western Retail Merchants in your product you will advertise in

THE "COMMERCIAL"
WINNIPEG, MANITOBA
Western Canada's Trade Weekly

Widely read in the most rapidly growing and Best Buying Provinces in Canada. The Commercial is in its 29th year, has grown up with the West, and is read by practically every Merchant worth selling in the four Western Provinces. Do you realize the possibilities of this strong circulation among live Business Men? A Post Card inquiry will bring full information from our nearest representative.

Confederation Life Building, TORONTO
Board of Trade Bldg., MONTREAL. Travellers' Bldg., WINNIPEG

The Standard
St. Catharines - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

WINDSOR is growing FASTER than any of the Provincial Cities

THE
Windsor Record

always keeps in advance of this growth.

It is the only effective advertising medium in Essex County.

(Population 60,000)

Windsor is the only Ontario city that is not covered by Toronto papers

The WOODS-NORRIS WAY

Subject : : : BUSINESS DEVELOPMENT

There's a whole lot of Natural Law in the Business world.

An Industrial Enterprise must develop or lose ground.

There's **no marking time—maintaining a balance** in the affairs of commerce.

How about **your** business ?

Make a **close** analysis of the facts and **state** your conclusions candidly.

You are either **going ahead** or **losing** ground.

Which ?

Some manufacturers rest on their oars when they have reduced the cost of production to a minimum and perfected their product.

But—**that's just the beginning of the battle.**

Why perfect a product—unless you **let the people know all** about **its easy price** and **its perfections**—

Through advertising.

The Woods-Norris way of conducting an advertising campaign is simply another term for **business development.** We begin where you are apt to let up, but—**after knowing our methods**—you won't want to.

Our Way is simply a business-creating campaign based on an exacting study of your product and your distribution problems.

If we can develop your business we are willing to conduct your advertising—otherwise we do not want it.

We can handle a **few more** accounts during 1911.

Tell us your problems and we will **make a frank statement** regarding the possibilities of your business from an advertising standpoint.

This places you under no obligation and may prove profitable to you.

WOODS-NORRIS LIMITED

MAIL BUILDING - - - TORONTO

The Globe
TORONTO.

SIXTY-SIX YEARS OLD

and growing faster than any of
the new-comers in the
newspaper field

The Globe
TORONTO

Following is the advertising story for the past ten months:

	1909	1910
Total columns for 9 months ending September . . .	11,736	14,848¼
Total columns for October .	1,428¼	1,729¼
	13,164¼	16,577½

A gain of **3,413¼** columns

CANADA'S
NATIONAL
NEWSPAPER.

DECEMBER — 1910

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

1911

ADVERTISING CAMPAIGNS

That count for anything at all
will count

The Toronto Daily Star

as first choice in the selection of daily mediums in Canada — and why?

BECAUSE it has the largest circulation of any daily newspaper printed in the Province of Ontario —over fifteen thousand more than its next nearest competitor — circulation records are always open for inspection and verification by advertisers—it is the brightest of newspapers, and a great home paper—has been proved the most profitable of investments by the largest advertisers in the world.

Daily average circulation nearly

71,000

Write for rate card and all particulars to ADVERTISING MANAGER

The Toronto Daily Star

WESTERN HOME MONTHLY

WINNIPEG - MANITOBA

CHANGE OF RATES

On and after December 1st, 1910, and until further advised, *Western Home Monthly* Advertising will be governed by the following tariff:

One thousand lines and over (to be used within one year), fifteen cents per line.

Less space, seventeen cents per line.

Special position, twenty-five per cent. extra.

CIRCULATION GUARANTEED IN
EXCESS OF 38,000

The Home Publishing Co.
Publishers - - Winnipeg

The Reason Why

THE DAILY WORLD

OF VANCOUVER, B.C.

carries more paid advertising than any other paper on the face of the Earth.

Its Circulation is paid for by the subscriber.

Dead-head circulation never did pay the advertiser.

The Vancouver World during the first half of 1910 carried almost as much advertising as the three largest papers in the United States combined. Total advertising during first half of 1910:

Vancouver World - 10,597,956 Lines

Chicago Daily News, New York Evening Journal, New York Evening Telegram, combined 10,683,422 Lines.

An Honest Circulation means Results for the Advertiser Try It

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

T. Johnson Stewart - - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 3. Toronto, December, 1910. No. 12

Straight Talks

THE INTELLIGENCE OF ADREADERS

BECAUSE a sage once said: "Brevity is the soul of wit," adwriters have been harassed by an insistent and sometimes senseless plea for brevity. The advertising world seemed to forget that only sages and the like could concentrate the soul of wit in a few words. But—every time the average adwriter has tried to emulate the sages, his Brevity has possessed a wonderful resemblance to the "Quintessence of Nonsense." Besides, advertising is not a display of wit, but a plain and courteously worded selling story.

However, the cry for "Brevity" has been succeeded by the cry for "Simplicity," and one may be forgiven for hinting that what we term simplicity of style and language very often borders on childishness. Some advertising now running in the newspapers and magazines betrays a low estimate of the intelligence of the adreading public. It may be the acme of simplicity to tell the reader that *he cannot afford to be without this or that article*, but it is weak and drivelling advertising. The simplicity—which has a tendency, however remote, to antagonize the reader—should be ripped out of all advertising.

Since adreaders constitute the more intelligent portion of a community, it would seem wise and profitable not to strain after simplicity over much. Directness of appeal—a sane and logical argument should invariably take the place of what is termed sim-

Can You Afford to Neglect Over Two Millions of Prosperous Canadians?

More than two million people,—over one-quarter of the population of Canada,—speak, read and write the French language.

They are able and ready to buy all classes of goods suited to their needs.

"La Presse" (Daily and Weekly) is the medium through which the greater part of this French population can be reached.

No other French paper has one-half the total circulation, or one-third the circulation in Montreal, that "La Presse" has.

The great circulation, influence, covering qualities and pulling powers of "La Presse," make it an absolute necessity to every advertiser aiming at really big and profitable results in this field.

"More Light," an interesting folder dealing further with this subject, together with full particulars as to circulation, etc., will be mailed on request.

LA PRESSE

DAILY AND WEEKLY

MONTREAL, CANADA

Ontario Representative
HENRY W. KING
152 King St. West
TORONTO, CANADA

LARGEST DAILY CIRCULATION IN CANADA, WITHOUT EXCEPTION

LAXE MAGNETIQUE DU COMMERCE CANADIEN
MONTREAL
LA PRESSE
CIRCULATION
100.000
CAN
CANADA'S GREAT TRADE MAGNET

plicity. Simple language is always admirable, and can be used with telling effect by the adwriter who knows the approximate attitude of the buying public towards the article advertised. If he does not know this attitude it is his business to discover it, and study it carefully. Then he will eschew that simplicity which belittles the intelligence of his readers.

* * *

ELBERT HUBBARD—ADWRITER

Elbert Hubbard believes in advertising—*believes in advertising Elbert Hubbard* with all his heart and mind and soul. That he has made a phenomenal success of the job no one can doubt. He is widely known—his inconsistent characteristics are respected—his personality vaguely esteemed and his cleverness enjoyed. There is an attractive something about this man's cleverness—*a something that arrests attention for the sake of itself.* Big financial and business institutions have perceived this attractive something without noting the cause—Elbert's secret of success. And, therefore, they have retained the services of the founder of the society of Philistines in the capacity of adwriter—failing to see that Elbert's announcements are read *for his sake alone*, not for a nearer acquaintance of the thing advertised.

A year or two ago a writer in *Collier's Weekly* described Elbert Hubbard as a colossal fraud. That writer did not appreciate the real worth of a wonderfully excursive and selfish intellect. Hubbard's opinions of the world and its ways are worth reading. So certain is this the case, that he has a host of admirers. But—as an adwriter about any subject or article under the sun, excepting himself—Hubbard must be listed as a failure.

For the following reasons: The brilliant Elbert is a poor actor. He cannot efface himself and play his role well. He might essay the role of Hamlet or Richard the Third, but these profoundly subtle personalities would not be revealed. The glare reflected from Hubbard's tinsel would attract all attention. Few eyes would see beyond. And so it is with Hubbard, the adwriter. His magic is almost omnipotent, the article advertised and its values are practically eclipsed.

We read "advertisements by Elbert Hubbard" for the purpose of enjoying his clever way of saying things. We enjoy his sarcastic humor—his revelations of Elbert. The article advertised, or supposed to be advertised, hangs vaguely in the wings while

YOU GET BOTH

Quality and Quantity

WHEN YOU USE

The Daily and Sunday World

With a combined circulation of

Over 80,000

Right in the City of Toronto nearly 40,000 "Sunday Worlds" are sold every week. On some of the best residential streets of the City over seventy per cent. of the homes are reached by "The Daily and Sunday World." If you want direct and certain results use this combination.

A POSTAL TO

The World Newspaper Co.
Limited - Toronto

WILL BRING FURTHER PARTICULARS

Hubbard emphasizes the genius, perhaps the lack of genius, of Hubbard.

The man who cannot sink his personality should quit the ad-writing business.

* * *

EXTENUATING CIRCUMSTANCES

Do not suppose for a second that we deem Hubbard a third-rate word artist. He can paint pictures with printer's ink. His equal as phrase-maker would be hard to find. And he has written some excellent ads—*all about Elbert Hubbard and his works.* When he moves beyond the pale of his personality, in search of the elusive dollar, his genius droops—flaps right along very near the earth like a wounded bird. But, allow Hubbard to talk about Elbert and The Frau—let him write reams about the productions of the mono-twins, and he soars into the very heaven of invention—he *is* truly great. Can it be wondered that this queer genius should have hypnotized the officers of some financial and commercial institutions—even made them give up good currency or negotiable paper for the purpose of seeing his name blazoned across the head of their announcements?

Here, then, is another form of simplicity that should be banished from all advertising—*the simplicity of the shrewd business man who refuses to apply commercial sense to his advertising.*

Our readers may remind us that one or two well-known advertising men occasionally sign their ads. But, *there is a vast difference.* After reading the eye-riveting announcements of the big men, one desires to rush out and buy the advertised article. The selling arguments have been hammered home with irresistible and inexorable logic. To read their stuff means the creation of an intense desire for possession of the merchandise advertised. We only remember Hubbard's cleverness.

* * *

A NATIONAL ADVERTISERS' ASSOCIATION

A number of our readers having evinced some interest in the formation of "A National Advertisers' Association," the following excerpt, explaining the objects of the Associated Advertising Clubs of America, may be interesting:

> To develop the science and art of advertising, and to assist in the formation of local advertising clubs for the benefit of merchants, manufacturers, buyers of advertising, sellers of advertising, writers of copy and kindred interests.

Map of Western Canada FREE

CITIES—TOWNS—STATIONS

Distances of same from Winnipeg, key to locate geographical location of points, circulation of *Free Press* at every place, alternative routes and port terminals of Hudson's Bay Railroad are shown on a new map of Western Canada just issued by the

WINNIPEG FREE PRESS

An extremely useful map to any business man having commercial relations with the West.

The Advertising Agencies of Eastern Canada will be glad to furnish a copy of the map free on request, or it may be had on application direct to

FREE PRESS - - WINNIPEG

To encourage the intercourse of courtesies between various local organizations and their members.

To disseminate information regarding the possibilities regarding non-advertised enterprises.

To exchange creative ideas in advertising and salesmanship.

To promote co-operation between the sales and advertising departments of business enterprises.

To endeavor to harmonize conflicting interests.

To bring about a greater realization of the importance of advertising.

To assist in the development of the smaller advertiser.

To compile and publish from year to year general statistics of the comparative growth of advertising.

To furnish data regarding localities, population and conditions, to the end that the advertiser, buyer or seller may be enabled to formulate campaigns more intelligently.

To collect available rate cards.

To furnish to members from time to time important and useful information by bulletins and other means.

To keep on file all available statistics not attainable by individuals without great expense and inconvenience.

To define abuses and co-operate for their correction.

To expose fraudulent schemes and their perpetrators.

To maintain a bureau for the registration of advertising men, and to furnish to employers, upon application, lists of those available.

* * *

Advertising is a business alarm clock.

* * *

"Just as good," is the Mother-in-Law joke of business-life.

* * *

Advertising is the nearest approach to the royal road to wealth.

* * *

An advertisement placed in improper mediums is business seed sown in barren soil.

* * *

To tell an advertising story briefly and quickly usually takes a long time—for the copy writer.

* * *

The free publicity promoter does not require the services of a clipping bureau to gather his results nowadays.

Printing Service

Next to quality, "service" is a very vital requisite to the buyer of Printing.

We create and produce the work in its entirety, designing - typesetting - printing and binding, which enables us to give you the best possible service.

The Hunter-Rose
Company - - Limited
12-14 Sheppard Street
Toronto

THE STORY OF SHREDDED WHEAT ADVERTISING

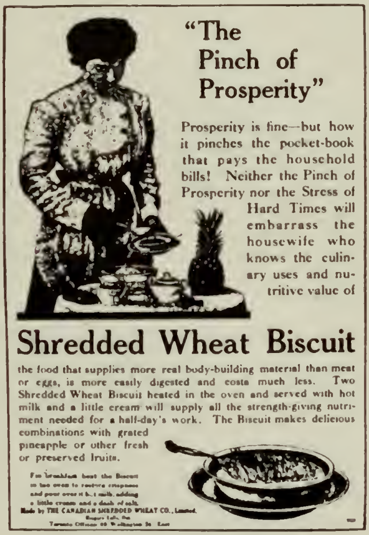
How Great Cereal House Handles its Publicity—Care Used in Selecting Mediums and Preparing Copy—An Article from Everybody's Magazine—By Francis Bellamy.

Truman A. DeWeese was born with a fever to make words drive things. When a fellow has keen enough sense of the scientific connection between ideas and the words that can make them go, you can't hitch him and expect him to stand. DeWeese had been educated for a physician, but couldn't keep out of the writing shop.

Kohlsaat had found him publishing a couple of village papers and liked his McKinley editorials so well that he took him to himself and the *Times-Herald.* Just on the side DeWeese was also editing a little dietetic magazine, "What to Eat." In that connection he had got "on to" shredded wheat and was booming it every now and then just out of enthusiasm for it. Perky travelled to Chicago to see his gratuitous supporter, and they sat together joyously. But DeWeese liked his editorial job and wouldn't be lured away.

But after Perky was gone from the Shredded Wheat Company, its new president, Alexander J. Porter, remembered what the old chief had said of the man who knew so much about shredded wheat. They found him at the St. Louis Exposition in charge of special publicity. Then they made him come, and they passed a resolution that he should be known as the Director of Shredded Wheat Publicity, and that nobody should interfere with his hand.

The second thing DeWeese did after he got into his new swivel-chair was to hit a "slogan." You know that's a modern necessity for a product that is advertised perpetually and universally. A slogan must describe the thing by a suggestion. You recall a lot that do that.



"The Pinch of Prosperity"

Prosperity is fine—but how it pinches the pocket-book that pays the household bills! Neither the Pinch of Prosperity nor the Stress of Hard Times will embarrass the housewife who knows the culinary uses and nutritive value of

Shredded Wheat Biscuit

the food that supplies more real body-building material than meat or eggs, is more easily digested and costs much less. Two Shredded Wheat Biscuit heated in the oven and served with hot milk and a little cream will supply all the strength-giving nutriment needed for a half-day's work. The Biscuit makes delicious combinations with grated pineapple or other fresh or preserved fruits.

Made by THE CANADIAN SHREDDED WHEAT CO., Limited.

Advertising that has made good.

THE
CENTRAL PRESS
AGENCY

(Established 1878) F. DIVER, Manager

HEAD OFFICE
AND FOUNDRY
70-76 PEARL ST.
TORONTO

THE CENTRAL PRESS AGENCY F. DIVER

BRANCH

WINNIPEG,
175 McDERMOTT AVE.

ELECTROTYPERS STEREOTYPERS
ENGRAVERS DESIGNERS
AND
ADVERTISING CONTRACTORS

One day Frank Presbrey, the advertising agent, was in DeWeese's office, and they were sweating together over the new line of "copy" hereafter to be used.

The former rather gaudy style, with its fanciful combination dishes, was to be discarded in favor of a simple exploiting of Shredded Wheat as a straight-out breakfast food, scientifically healthful.

"Let's go to the bottom fact," said DeWeese. "The exclusive thing about Shredded Wheat is the shredding. That strings out the phosphates and the nitrates to their full value. That's what makes you chew it till you start the digestive juices. That's what makes it gamy and pleasant eating. It's all in the shreds."

"It's all in the shreds," he continued; "there is our slogan." And so it was.

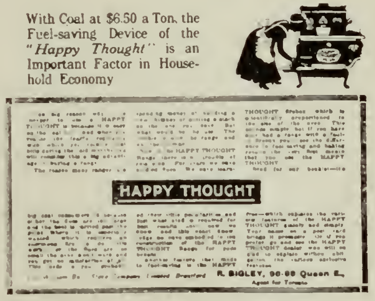
But the first thing he had done, and previous to the slogan incident, was to decide that the new advertising should be sane and to one point.

THE EARLIER PUBLICITY

For the earlier stages of the Shredded Wheat publicity were rather sensational.

Originally, the main thing in its publicity was the "demonstration." Vacant stores were used to show shredded wheat in its making and in its combinations. Church sociables were worked to the limit,—the menu consisting of the shredded combinations with oysters, vegetables, cheese, meats and fruits—all supplied by the company—together with the little lecture on the health science of the food.

To train competent demonstrators, *en masse*, the Oread Institute of Domestic Science was established in Worcester, with a substantial three-year course in scientific housekeeping under able professors, and with free scholarships, given to every state in the Union. Graduates of this institute are now teachers of domestic science in scores of public schools. But the real object of the institute was to supply the company with a clever corps of demonstrators.


With Coal at $6.50 a Ton, the Fuel-saving Device of the "*Happy Thought*" is an Important Factor in Household Economy
HAPPY THOUGHT
R. BIGLEY, 96-98 Queen E.,
Agent for Toronto

Good copy—the design seems to cut the ad. in two.

These young women were sent from town to town, where they set up tiny homes, got hold of representative club and church women, entertained them at little "teas," which were Shredded Wheat demonstrations.

Brilliant advertising in the periodicals was going on at the same time. But most of the money went for these costly demonstrations. If queer, they were effectual. For they got attention. Nearly everybody knew that Shredded Wheat was in the world.

Then the advertising evolved

Winnipeg Newspaper Union

(Owned and Controlled by Toronto Type Foundry Company, Ltd., Toronto)

Our List of Over 195 Country Weekly Newspapers

Covers the Canadian Northwest like a Blanket—and is the Only Reliable Ready Print List in the Canadian Northwest

AT the present time the Western Provinces offer the greatest opportunity for increasing business; not only on account of the recent harvest, but the rapid influx of settlers providing an ever-increasing and profitable market for the manufacturers of the East. In order to reach this market and obtain your share of the national prosperity the merits of your goods must be placed and kept before the consumers in the most effective manner.

It is universally acknowledged that this can be best accomplished through the local newspapers, which are more thoroughly read than any periodical which enters the home, and we, therefore, call your attention to the list of 195 Weekly Papers of the better class controlled by us, circulating throughout Manitoba, Saskatchewan, Alberta and eastern British Columbia.

This list covers 80% of the better class of Weekly Newspapers published in the great wheat-growing provinces. Your advertisement would, therefore, enter practically all the rural homes of the vast territory between Port Arthur, Ont., and Vancouver, B.C. Our advertisers are amongst the most prominent merchants and manufacturers in Canada, and that many of them have been using our list continuously for the past 15 years, is conclusive proof of its value in producing results.

As new towns are built, fresh additions are made to our list, so that, while covering the older settled portions of the West, we keep pace with the constant march of progress, thus placing your wares before an ever-increasing prospective clientele.

In arranging your advertising campaign, give our list a trial. It will pay you. We shall be pleased to send you samples of our Publications and quote rates upon advice of the size of advertisement and length of time you desire to insert.

ADDRESS

Winnipeg Newspaper Union

175 McDERMOTT AVENUE, WINNIPEG

Or to THE TORONTO TYPE FOUNDRY COMPANY, LIMITED

70-72 YORK STREET, TORONTO

into a still more showy stage. The demonstrations were kept up, and indeed, in the way of church and lyceum lectures on "Niagara, scenic, historic, and industrial," they are still maintained to a degree. But the second stage was chiefly in ultra-sensational printing. Colored magazine inserts were flung broadcast, not always with discernment as to the publicity value of the periodical. Special plea was made to dyspeptics. Circulars showed in graphic and gruesome pictures the dire fate of the man who lived on "unbalanced rations." At the same time a hundred or so weird dishes were described, with shredded wheat as the basis.

But the new president, Mr. Porter, a discerning man, and his business-like board, wanted a publicity more representative of the real quality and possibility of the product. That's why they sought DeWeese.

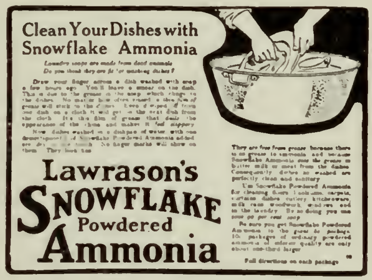
And DeWeese wouldn't come till he was assured that he could make the advertising talk identical with the merchandising talk of the practical salesmen. There's your literary fellow who is also the level-headed merchandiser.

BUSINESS-LIKE ADVERTISING

I had been roaming around his big offices, reading the framed star-advertisements on the wall, noting his library of dietetic treatises, glancing at his stacks of booklets, and turning through his scrapbooks where all his advertisements were pasted.

"This all is sure enough different from the old fantastic style of copy," I said; "but I want you to sum up in your own words the distinctive features of your regime of advertising."

"That's easy," he answered. "I go in for a common-sense adaptation of means to ends. The end is selling Shredded Wheat. Advertising is what sells it. About all our jobbers and representatives have to do is to take orders for the cartons that the advertising has practically sold.



Clean Your Dishes with Snowflake Ammonia

Lawrason's SNOWFLAKE Powdered Ammonia

This ad. would have been much more effective if the sub-caption had been used as head-line.

"So there's no room in my advertising scheme for either chance or sentiment. I don't go for mere publicity of the name Shredded Wheat; therefore I don't use billboards nor electric signs,—all that is mere 'reminder' publicity, and doesn't hitch with the steady necessity of educational copy. Much of that kind of publicity is inspired by vanity—the advertiser likes to see it himself and to imagine how many people see it.

"As for newspapers—I use them only to localize and supplement our national magazine campaign, to strengthen our sales in certain localities at certain times. Even then I make the daily copy as edu-

THE SPECTATOR

HAMILTON - - - CANADA

DURING OCTOBER and NOVEMBER, 1910, The Hamilton Spectator printed 1,015,345 lines of advertising, or AN INCREASE of 110,410 over the corresponding period of last year.

During October and November, 1910, the sworn net circulation of The Hamilton Spectator was

17,469

as against 16,117 for the same months of 1909.

THE opinion in which a newspaper is held by local advertisers—those most closely informed regarding the newspaper situation—is invariably a safe guide for the foreign advertiser.

THE SPECTATOR during the last two months printed more lines of local advertising than the other two Hamilton papers combined.

cational as I can, and I put it in those papers which have quality of circulation rather than mere quantity. Frequently they are papers of smaller circulation, but they have prestige and influence, and reach the right class for Shredded Wheat.

"What I chiefly aim at is a rational combination of the old 'demonstration,' which isn't to be sneezed at for local education, with sane black-and-white educational copy in the best of the national magazines.

"By sane I mean that I present Shredded Wheat simply as a breakfast food, to be eaten with the other customary morning dishes, and incidentally often to be combined with a fresh fruit. I don't preach it as an all-day food in all sorts of unnatural combinations. It's just a breakfast food,—I believe it is the most scientifically healthful food, and I try to prove that.

"This is constant education, and, it appeals to people of intelligence. There's no flim-flam or exaggerations in it, you see, nor anything to excite the hostility of any other food industry. I just keep telling people they ought to eat it every morning, not only because it's such good eating, but because it has all the chemical strength of meat and eggs and costs a mighty sight less; and also because it digests so beautifully. None of my advertisements and none of my booklets go beyond that plain and restricted talk."

The Shredded Wheat ad reproduced on the first page of this article is a remarkably fine example of "educational copy." First, there is a timely suggestion of a general idea quite familiar to the public mind—high prices. Second, a fair and square application of this familiar idea to this particular product. Third, and here is the main drive—its food value as well as its cheapness. Fourth, how to fix it up as a tempting bite. It thus evolves without a hitch; and it is so crisp and restrained that if you read it through you think the stuff is really worth trying.

Another thing is worth noting in that advertisement. There's nothing in it to make you think of its own cleverness. You aren't diverted by any trick of words. It leads up naturally to Shredded Wheat, and that's the only thing you remember.

That is the way with all the De-Weese copy which I have scraped up. It has bounce and buoyancy: but it is not sensational or flamboyant. It is so timely that it seems the only thing that could be said just then. Each time it comes with a new slant, and the variations of phrase are endless, but the only thing you remember when it's done is Shredded Wheat. It doesn't slip into exaggeration, but it leaves a superlative impression. It suggests the maximum of health value and the tip-top of pleasant eating, but it doesn't make you mad if you happen to like some other breakfast food better.

Particularly, these advertisements show that they are written for people of more than average intelligence. The class of magazines where they are seen and the class of publications where they are never seen show that they are intended

THE CANADIAN CENTURY
MONTREAL

CIRCULATION REPORT

Detailed statement for week of...... Nov. 19, 1910

Total number printed 18,000

Distribution	
Subscribers	15,161
Montreal News Co	500
Toronto News Co	200
Other News Companies	____
Boy Agents	630
Branch Offices	50
Exchange Copies	20
Advertisers' Copies	215
Sample Copies	1,000

Distribution of Subscribers' Copies	
Montreal	2,170
Quebec Province (Outside of Montreal)	962
Toronto	920
Ontario Province (Outside of Toronto)	3,029
West of Toronto	3,455
Maritime Provinces	3,046
England and U.S.	1,579
Total	15,161

Total circulated............17,726

to be read only by people above the average.

Last winter I heard Mr. DeWeese, in a speech before an advertising club, say that he never was interested when the representative of a publication solicited his business on the basis of that publication's quantity of circulation.

"If the man had paid any attention," said he, "to the character of our advertising, he would have known that we are interested in quality of circulation rather than quantity."

One of his audience jumped up, asking:

"Why, I thought you presented Shredded Wheat as a universal food. Is there any difference in appetites? Isn't anybody who is able to read an advertisement a possible purchaser?"

"No," answered DeWeese, "that's just it. I wish we could persuade every family in the country to make a diet of Shredded Wheat! It would build up a husky race with husky stomachs. But Shredded Wheat is not the cheapest food; it doesn't satisfy men who bolt their food in the morning, and whose idea of breakfast is bulk. Our arguments as to nutrition appeal only to those who understand something of the laws of diet. That is why I advertise only in those periodicals which are read by people with a fair degree of intelligence and taste."

Rather frank talk, but it showed the discerning salesman who makes his advertising do his selling.

Shredded Wheat spends half a million a year on publicity, and half of that goes into educational advertising in the magazines. As a wise investor, Mr. DeWeese puts it where it counts most. Why should he buy "waste circulation"? Wherever you see a Shredded Wheat advertisement, it conveys a carefully studied opinion as to the quality of the readers of that magazine.

The man goes further still in his figuring of the values which the magazines can offer him. The good magazine, he says, has an editorial personality and purpose which wields an influence upon its readers. Such a magazine has a reputation for accuracy of statement. Its literary character gives it popular prestige. Its conscientious aim is a guaranty for what it is between its covers. Accordingly, every advertisement in such a magazine partakes somewhat of the dignity and tone that pervade it.

"That is the background," Mr. DeWeese remarked, "that I want for my advertising. I don't buy mere white space; I might as well sprawl my advertisements over a barn. What I try to buy in a magazine is its personal introduction to its readers. That is buying influence—not space."

* * *

Isn't it funny how much time some fellows have to tell you how busy they are and what an immense amount of work they do?

* * *

The wise salesman is not the man who has a line of talk that "would sell kindling wood to Hades." The wise one markets his kindling wood where he can hope for a repeat order.

CHARACTER COUNTS IN NEWSPAPERS JUST AS IT DOES IN MEN

Editorial Influence—
Clean, Bright, News Columns—
Fixed Advertising Rules—
Businesslike Subscription Methods—
These Show NEWSPAPER CHARACTER—

In Hamilton the HERALD is the paper that stands out as the Best City Newspaper—original–fearless–progressive

THE HERALD

THE HAMILTON HERALD
HAMILTON HERALD FAMOUS FOR RESULTS
INDEPENDENT

is the Pioneer One Cent Newspaper of Hamilton. **All the news all the time** for **all the people** makes the HERALD the **People's Popular Paper**—the real

HOME PAPER

LARGEST CITY CIRCULATION
ISSUES SWORN CIRCULATION STATEMENTS

ADVERTISING RATES ON APPLICATION TO

The Herald Printing Co. Ltd.
Hamilton, Canada

AUTO ADVERTISING AND NEWSPAPERS

The Daily Papers—a powerful Factor in marketing Autos—because they reach the aggressive people of every community.—Extracts from article by Frank Presbrey.—Printer's Ink.

With the classification of the automobile as an economic necessity, with the recognition of keen competition among manufacturers, and the near approach of the time when the supply will be equal to if not overtop the demand, the matter of wider advertising of the automobile becomes more and more important. It is true that automobiles are and have been advertised largely for many years; but it is also true that most of this publicity has been intensive rather than extensive. Manufacturers have been content to make their announcements in their own trade papers, the leading magazines, and a few of the more prominent illustrated periodicals. The broader fields of the great city dailies and the newspapers of smaller communities have been largely neglected; or, if used, this has been done merely by the local agent or dealer. There have been very few broad, general daily newspaper advertising campaigns on the part of the manufacturers themselves.

That the daily newspaper is one of the richest of advertising fields for the automobile business as it exists to-day there can be little doubt. First of all, the daily newspaper repeats its message every twenty-four hours. Next, it reaches all classes of people. And thirdly, it is read by the active and progressive members of every community.

As to the character of this advertising, few automobile manufacturers of to-day need much explicit advice. All recognize its merits, its necessity, and they know their business. They know how to "talk up" their machines, they know how to forestall competition, and they know what to say to prospective buyers. They realize that advertising enables them to talk to a vast number instead of to one, but they may not understand that manufacturing, advertising, and salesmanship together — are the three vital units of their business. These three form a tripod support for their enterprise, any leg of which being weak or missing brings down the whole structure like a house of cards.

Manufacturing, alone, builds the machine. Advertising, alone, provides the auditors. Salesmanship, alone, delivers the goods. These must not be separated, or success is impossible. Neither is valuable singly. It would be folly to make what could not be sold. It would be worse to advertise what could not be made. And who could hope to sell what nobody knew was being manufactured?

Beautiful Covers in Colors

Canadian Home Journ

OUR Christmas number contained 19,
more than in any previous issue. ¶
increase of over 50% in the amount of
same period of 1909. ¶ Most of this s
who know by experience that it pays t
magazine. ¶ It would be difficult to fi
carry advertising of articles for women, or

"Katherine Hale"

Our plans for 1911 include the publishing of the following issues:

JANUARY—New Year Number.
FEBRUARY—Home Building Number.
MARCH—Spring Fashion Number.
APRIL—Garden Number.
MAY—Pure Food Number.
JUNE—Bride Number.
JULY—Travel Number.
AUGUST—Summer Fiction Number.
SEPTEMBER—Fall Fashions Number.
OCTOBER—Home Furnishing Number.
NOVEMBER—Thanksgiving Number.
DECEMBER—Christmas Number.

They are not special numbers, but they will contain information in abundance, that is usually sought after at different seasons of the year. Consulting editors of known authority on the special subjects have been engaged to write for the different issues.

JEAN GR

CANADA'S BEST WRITERS CONTRIBUTE TO THE CANADIAN HOME JOURNAL

Helen Merrill

Nellie McClung

Mrs. Blewett

l still Breaking Records

)0 lines of advertising—this is 3,000 lines
[The last six months of 1910 shows an
lvertising carried, as compared with the
e was used by large national advertisers,
advertise in a growing healthy woman's
a medium in Canada better suited to
home, than the *Canadian Home Journal.*

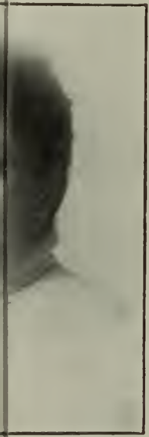
CANADIAN
HOME JOURNAL
Christmas Number

Christmas Cover in Five Colors

The contents of each issue are so interesting that women retain each copy as a reference. That's why the CANADIAN HOME JOURNAL "pulls" for its advertisers every month in the year.

Critics tell us that the wonderful improvement made in this magazine during the past year has placed Canadian Journalism on a higher plane than it has ever before occupied.

If you have not received a copy of our Christmas number, send for one — you should not make up your next year's advertising appropriation without a copy of the magazine before you.


M, Editor

The Canadian Home Journal
59-61 JOHN STREET
TORONTO, ONT.

EVERY ISSUE IS BRIM FULL OF SPLENDID FICTION AND USEFUL INFORMATION

Paul Fitzpatrick

Mrs. A. G. Seaman

Isabel Ecclestone MacKay

Virna Sheard

365 MEN

AN army of 365 trained men is constantly engaged in extending the circulation of the Maclean Publications.

These men penetrate into every cross-roads hamlet, village, town and city of every Province in Canada.

They are supervised by the most successful subscription solicitors that money can secure—veterans who know the business of circulation building from start to finish.

Every prospective subscriber to any of the Maclean Publications is persistently and skilfully canvassed by one of our representatives, whose work is supplemented by literature mailed from the head office.

The effect of an organization so complete, working without a hitch, day in and day out, is a steady increase in the permanent circulation of each one of the thirteen Maclean Publications.

It will pay any advertiser to consider this when planning any sort of an advertising campaign in Canada.

WRITE US FOR SAMPLE COPIES

The Maclean Publishing Co.
LIMITED

Head Offices—143-149 University Ave., Toronto

PUBLISHERS OF

Canadian Grocer — Hardware and Metal — Dry Goods Review
Canadian Millinery Review — Bookseller and Stationer
Canadian Machinery and Manufacturing News—Busyman's Magazine
Canadian Foundryman — The Power House — Farmer's Magazine
Plumber and Steamfitter — Printer and Publisher — Financial Post

ADVENTURES WITH ADVERTISING AGENTS

Some Ways of Solicitation—One Agency's Method of Doing Business—The Real Agency a Power in the Industrial World—Sticking to a Good Agency. An Article from Printer's Ink—By the Advertising Manager of a Clothing House.

Agencies have solicited me by the dozen, and, unless my memory is playing me false, not one has presented its claims as it has seemed to me an agency ought to do it. In a talk with a representative of one of the greatest agencies in this country, I spoke my mind quite freely about this, and asked him why so important a point was so generally subordinated. He admitted it was a mystery to him. The point is that of *distribution.* I told this representative that if he should be soliciting business of a potentially national advertiser in Massachusetts, the place to begin on should be California. How are this manufacturer's goods sold in San Francisco? Are they sold there at all? If not, why aren't they? These are questions that make the manufacturer who is self-satisfied—and most of them are—sit up and take notice. An intelligent grasp of a business's business leads a solicitor right into the last office where all the furniture is polished mahogany. Copy can follow in due time. Again permit me to say that all agencies do not fall short on this point. Of late years they have developed along the selling analysis line in a most gratifying manner. But the average is where one is compelled in fairness to strike; and the average is yet lower than it should be.

The solicitation from agencies is another curious feature of the advertising manager's daily life. This experience happened to me personally: I live in an inland city, and occasionally get into the nearest metropolis. An advertising agency, since defunct, had been hunting our business with guns of all calibres. At last it exacted a promise from me that when I should go to its city the agency should have the opportunity to show me around. I kept my promise, and the solicitor assigned to guide me aright piloted the upstate visitor into the agency precincts where he was duly presented to the heads of departments, and all the paraphernalia of personnel that the agency could muster. They got me at last into the brain department, and there they begged me to put them to the test. I had been figuring on some large window cards in colors for the season, and just to see what would happen I mentioned this fact. It was then about 4 o'clock in the afternoon. They called into the room one of the art staff and asked me to submit an idea of what I wanted. I sketched broadly my scheme.

Canadian Collier's

IN THE long run that advertising is most effective which reaches the same people over and over again. Twelve insertions are more than twelve times as valuable as one. This is cumulative effect.

¶ Any advertiser may have our chartered accountant's statement, showing that over 90% of Collier's circulation goes into the same homes fifty-two times every year. In other words an advertiser using Collier's regularly can have the **absolute** assurance that his announcement will reach the same homes over and over again.

Circulation Over 30,000
Weekly.

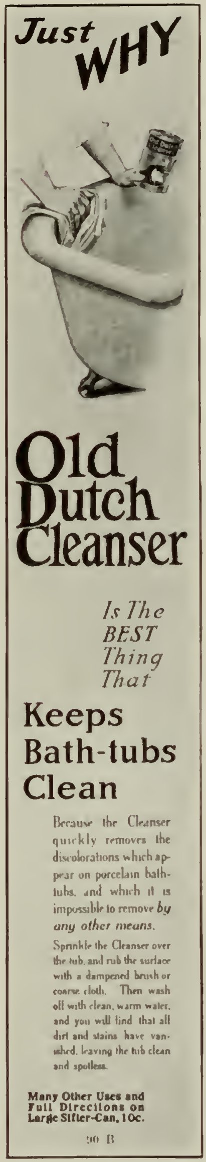
E. C. PATTERSON
ADVERTISING MANAGER
New York Chicago Boston

A. H. BLIGHT
CANADIAN ADVERTISING MANAGER
47-51 King Street West, Toronto.

"This young man," said the Art Director, "will hand to you tomorrow morning at 10 o'clock a finished sketch in colors of a window card such as you have not had the opportunity of seeing before in your life."

The Art Director was hearty about it. At 10 o'clock I called, intent on following this unique comedy to its final curtain. Again I was ushered among the imposing group. The Art Director sent for the young man who had been entrusted with my scheme. The young man appeared with a sketch under his arm. The sketch had a coversheet over the front of it.

"You may think he worked all night over this," said the Art Director. "He did not. He dashed it off before midnight. You see what we can do when we are put to it. Please stand back away from the sketch. I shall hold it up here against the wall so that you can see the effect."



Just WHY

Old Dutch Cleanser

Is The BEST Thing That

Keeps Bath-tubs Clean

Because the Cleanser quickly removes the discolorations which appear on porcelain bath-tubs, and which it is impossible to remove *by any other means.*

Sprinkle the Cleanser over the tub, and rub the surface with a dampened brush or coarse cloth. Then wash off with clean, warm water, and you will find that all dirt and stains have vanished, leaving the tub clean and spotless.

Many Other Uses and Full Directions on Large Sifter-Can, 10c.

90 B

An attractive ad. of a good series.

He waved me back across the room, threw back the coversheet, and held up a watercolor showing two men standing near a canoe. One was smoking a pipe. The picture was an elaborate one, completely worked up, ready for the reproducer. Yet I could hardly see the reason for the canoe. I had not especially vetoed canoes, but—

I stepped closer, and the Art Director hastily let fall the coversheet, and said: "If you come nearer you will lose the window card effect."

He was about to hand the sketch back to the artist when I walked over and took it. Throwing back the cover, I looked carefully at the copy. Above and below it, on the margin, were the register scores of the color printer who had reproduced it! No wonder the Art Director feared I should lose the "window card effect." The picture had been painted months before, had been experimented with for some manufacturing concern, and turned down. The agency went out of existence two or three years later.

Fortunately for the advertiser, and for the profession of advertising, such methods as these have well-nigh disappeared from the stage of agency activities. In advertising, as in few other businesses, the rule of

The Canadian Courier
CANADA
A National Weekly

Over 11,000 Lines of Advertising in our

CHRISTMAS NUMBER

The *Canadian Courier* has just completed its fourth year, and has entered into its fifth year with the largest amount of net cash advertising ever carried in its columns.

This is in itself a significant fact and shows the increasing value of the *Canadian Courier* to advertisers.

Send for sample copy of our big Christmas Number, and see for yourself the amount of advertising in it.

The *Canadian Courier* solicits a share of your 1911 advertising, because it will open up for you, new markets in every city and town in Canada.

Sample copies, detailed circulation statements, advertising rate cards, and full information sent on request.

THE CANADIAN COURIER

The National Weekly

12 Wellington St. East, Toronto, Canada

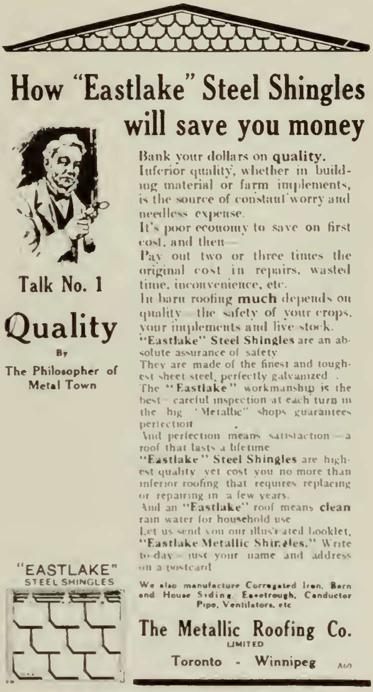
J. P. PATTERSON. Advertising Manager

the survival of the fittest is always inexorably enforced. I have often wondered how some of the organizations for selling advice to business men exist even for a year. No less a wonder is it how business men of shrewd enough minds to bring their products to the advertising stage can swallow the advice dosed out to them.

The real agency, the one founded on sound business and professional concrete, is becoming a power in the industrial world. I have been asked by prospective advertisers whether they should choose a small agency or a big one. I have always answered this question warily. If by a small agency they mean one with few accounts, more than one can be found whose record is aglow with enthusiasm, and success. If they mean by a big agency one whose accounts total into the millions, many are achieving tremendous successes every year. The question of the agency is almost precisely similar to the question of the college for the boy. Shall he be sent to the small college or the big college? The answer lies solely with the man who asks it and the business he is interested in.

In conclusion to this rambling and necessarily superficial discussion of an interesting subject, let me urge the advertiser who is engaged with an agency that is giving him ample service, not to desert that agency for new gods. A natural inquiry here is, what is ample service? In a sentence, ample service on an agency's part is selling the most goods for you at the least expense to your treasury.

Good sound advice is an ingredient of ample service. I know of an agency that is so jealous of its reputation that more than once it has run the risk of making an eternal enemy by advising a would-be client to forsake all idea of advertising his product. Undoubtedly in the files of many agencies can be found correspondence keyed to as high a plane as this.



How "Eastlake" Steel Shingles will save you money

Talk No. 1

Quality

By

The Philosopher of Metal Town

Bank your dollars on **quality.**

Inferior quality, whether in building material or farm implements, is the source of constant worry and needless expense.

It's poor economy to save on first cost, and then—

Pay out two or three times the original cost in repairs, wasted time, inconvenience, etc.

In barn roofing **much** depends on quality—the safety of your crops, your implements and live stock.

"Eastlake" Steel Shingles are an absolute assurance of safety

They are made of the finest and toughest sheet steel, perfectly galvanized.

The **"Eastlake"** workmanship is the best—careful inspection at each turn in the big "Metallic" shops guarantees perfection.

And perfection means satisfaction—a roof that lasts a lifetime

"Eastlake" Steel Shingles are highest quality yet cost you no more than inferior roofing that requires replacing or repairing in a few years.

And an **"Eastlake"** roof means **clean** rain water for household use

Let us send you our illustrated booklet, **"Eastlake Metallic Shingles."** Write to-day—just your name and address on a postcard

We also manufacture Corrugated Iron, Barn and House Siding, Eavetrough, Conductor Pipe, Ventilators, etc

The Metallic Roofing Co.
LIMITED
Toronto - Winnipeg A60

A sensible argument—good display.

Keep the mails busy with letters to and from your agency. Clients of some agencies have told me that their files between seasons contain nothing but the agency's bills. This in a measure is the

STRAIGHT TALKS ON REAL ADVERTISING

Subject—THE ACTUAL VALUE OF WHITE SPACE

Five hundred acres of the best wheat land in all Canada would not yield a dollar on the investment without cultivation.

Haphazard farming might yield profit enough to cover its cost.

Scientific cultivation would increase the value of the property a hundred fold and pay handsome dividends on the investment.

Are YOU aware of the fact that space buying is not advertising ?

Publishers give quantity or quality—*reputable publishers give both*—when it comes to buying circulation.

But—space in itself is worthless. It is like an idle five hundred acre farm.

It's the stuff you put into the space you buy that counts.

A plain, forceful and convincing presentation of your best selling arguments is the beginning of advertising wisdom.

The value of white space depends *much* on circulation—*more* on quality and *most on the effectiveness of your copy.*

Let us tell you exactly what we have done for others and what we can do for you.

Write to-day for full particulars of a modern and profitable advertising service. It certainly will pay you to know.

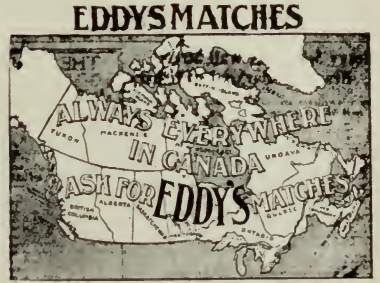
WOODS-NORRIS LIMITED

MAIL BUILDING TORONTO, CANADA

fault of the advertiser. The best intentioned agency is after all based upon human ingenuity and run by human brain power; and both are pretty strongly geared up to human nature.

When I advise sticking to the agency that is delivering the goods I feel almost as if I were guilty of uttering a platitude. Yet many of my readers can call to mind without great effort more than one instance of advertisers jumping from agency to agency like grasshoppers in the back pasture, and never staying lit. In some cases there may be good excuse for such instability, but I have too much respect for the high-class agency's capability to blame them always for failure to hold an account. One house with which I am familiar has been receiving the services of one agency for nearly ten years. At times things have come up which both have regretted. Again let me point out that human institutions are but human. Yet the things that have been gained from that agency have been fully worth the money that has passed from one's bank account into the other's. Both houses have received good advice. What the agency learned from its association with the house strikes a fair balance with what the house has learned from our dealings with the agency.

This condition is true in the relations of all clients with their agencies, when the relations are adjusted as they should be. Many and many a prospective advertiser has passed up bright prospects of success because he failed to grasp the agency's point of view, was incapable of understanding the agency's plan of procedure. To plan a campaign, to lavish upon a layout of copy the best brains in your establishment, and then be compelled to stand by and behold that fabric torn to shreds by the narrow-gauge mind of the man you are working it out for, is one of the most harrowing experiences that a human being can be asked to face. Yet in the course of an agency's year this thing occurs again and yet again.



A change wanted.

This leads me back to where I started. I believe that the agency will agree with me when I repeat that for all concerned in an advertising campaign, both the advertiser and the advertising agent, the best plan is to begin your battle with a trained captain at the advertising manager's desk.

* * *

Luck is not spelt right—it should be W-O-R-K.

* * *

The fellow who has to break open the baby's bank towards the last of the week for car fare, isn't going to be any Russell Sage.

The Morning Leader

The acknowledged advertising medium of Saskatchewan

During November, 1910, The Leader carried more advertising, both Classified and Display, than all the other Regina papers combined. There are many reasons for this, but only one big one—

Advertisers Get Results

For rates apply

The Leader Publishing Company, Limited
REGINA, SASKATCHEWAN

THE

CALGARY HERALD

Is the leading newspaper and the standard advertising medium between Winnipeg and the Pacific Coast.

Circulation 10,500 Daily

The great Middle West is the best buying field in Canada. NOW is the time to break into it,—not next year.

Alberta farmers have more money to spend this year than ever before.

The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about The Herald.

"You can't begin to cover Alberta without The Herald."

The Herald Publishing Company Limited
DAILY CALGARY, ALBERTA WEEKLY

PUBLISHERS' ADVERTISING

A Department Conducted for the Purpose of Dispelling the Delusion that Publishers, as a Class, do not Believe in Advertising. Samples of Newspaper and Periodical Advertising will be Commented on in the order in which they are received.

Publishers are beginning to realize that they have perhaps the most important commodity for sale in the world of commerce. That commodity is white space, varying in its degree of value to the merchants and manufacturers of the country. Mr. Publisher! our general advertisers want to know—and they are entitled to know—all you can tell them about your commodity. To be exact, they want to know what reasons you have for believing that your white space is valuable to them. The Dailies of French Canada are apparently fully alive to the value of advertising. They believe that if advertising is good for the manufacturer who wants a wider distribution for his goods, it must also be good for the publisher who wants more business. The publishers of La Patrie have been persistent and aggressive advertisers for years. Mr. Eugene Tarte believes that an advertiser is entitled to know the truth about the circulation of all newspapers, *La Patrie* in particular. He cordially invites any advertiser, or his representative, to examine the circulation books of his paper and satisfy himself both as to Quantity and Quality of distribution.

Lately *La Patrie* published and mailed a statement showing its sworn circulation for the last ten months. This statement was accompanied by a signed certificate from the publishers of the *American Newspaper Annual and Directory*, testifying to average number of copies of each issue of the newspaper. Besides making good use of "Direct Appeal" literature, the publishers of *La Patrie* carry on systematic advertising campaigns through the newspapers and other suitable periodicals.

ADVERTISERS

SHOULD PROTECT THEMSELVES

There is no power to prevent a newspaper from claiming the largest circulation, unless steps are taken by advertisers to protect themselves.

Advertisers should reject verbal statements and ask for present day figures—in writing.

La PATRIE has just mailed a statement of it's circulation, sworn to, and guaranteed by Messers N. W. Ayer & Son of Philadelphia, the publishers of the Newspaper Annual.

If you have not received a copy, one will be mailed on request.

The figures given prove better than anything else, that it is impossible for advertisers to cover the French field of Montreal and Quebec Province without the columns of

La Patrie

Good newspaper advertising.

M ay I take a few moments
O f your time to
N arrate a few facts about
T he magazine that
G oes to Western Canadians
O f the spending variety.
M ost
E very live advertiser is
R epresented — How about seeing
Y ou at an early date?

VANDERHOOF-GUNN CO., Limited
Publishers
Winnipeg - - Man.

Canada Monthly
(Formerly Canada West Monthly)

THE JOURNAL
EDMONTON - ALBERTA

Sworn Circulation for August, 1910 5414
Sworn Circulation for August, 1909, 3294

M. R. JENNINGS - - - Editor and Managing Director

DIRECT RETURNS FROM TRADE PAPER ADVERTISING

Under What Circumstances They May be Expected—How Advertising of this Sort Performs Actual Selling Work—A Little Common-Sense Reasoning—By T. J. Tobin, Advertising Manager, The Canadian Grocer.

"I'll use three half pages at a cost of $37.50, and if the results are good I'll continue in that space right along," said a manufacturer to a trade newspaper representative not long ago.

"Just what sort of results do you figure this advertising should bring you?" asked the solicitor.

"Why, inquiries about my goods," was the reply.

"Before going any further," said the solicitor, "let us look at the real nature of selling work and its relationship to advertising.

"We'll say that you want to push your —— ——.

"You have ten travellers on the road selling these goods, not to speak of the hundreds of jobbers' salesmen who handle them.

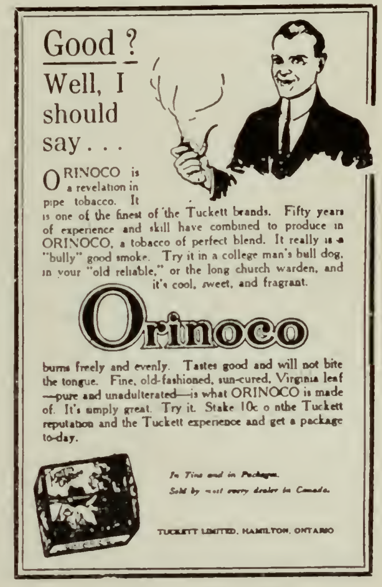
"You have the trade pretty well covered and you feel that your goods and selling facilities are quite satisfactory. "Competition is keen and you've got to hustle for business

"You place a half-page advertisement in this paper, in which you speak earnestly and enthusiastically of the quality of the goods, of the satisfaction they have given where introduced, of the worth-while profit paid the dealer.

"Now what is the attitude of the dealer when he sees this advertisement?

"We'll say that it contains a good illustration of your package and that the typographical arrangement is neat and attractive.

"The dealer reads what you have to say about your goods and it interests him.



Good ?

Well, I should say . . .

ORINOCO is a revelation in pipe tobacco. It is one of the finest of the Tuckett brands. Fifty years of experience and skill have combined to produce in ORINOCO, a tobacco of perfect blend. It really is a "bully" good smoke. Try it in a college man's bull dog, in your "old reliable," or the long church warden, and it's cool, sweet, and fragrant.

Orinoco

burns freely and evenly. Tastes good and will not bite the tongue. Fine, old-fashioned, sun-cured, Virginia leaf—pure and unadulterated—is what ORINOCO is made of. It's simply great. Try it. Stake 10c o nthe Tuckett reputation and the Tuckett experience and get a package to-day.

In Tins and in Packages.

Sold by most every dealer in Canada.

TUCKETT LIMITED, HAMILTON, ONTARIO

It might be more original.

"You have used a good-sized space to give him your main selling arguments, and your story is told in a frank, earnest, enthusiastic way. To be brief, your advertise-

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "THE GAZETTE."

WESTERN CANADA FLOUR MILLS COMPANY LTD.
PURITY FLOUR
MORE BREAD AND BETTER BREAD.
1911 JANUARY 1911
SUN MON TUE WED THU FRI SAT
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31
WINNIPEG BRANDON GODERICH

Western Canada Flour Mills Co. Ltd. Calendar

An Example of the Highest Class of Lithography

A reproduction in 10 colors executed by

The Hough Lithographing Co. Ltd.

96-104 Spadina Avenue
Toronto, Canada

ALEX. MACPHERSON, President
T. P. ADAMS, Vice-President

ment gets his attention, and impresses him with the fact that behind your talk is a strong faith in the goods. He feels that such a house is likely to be a 'live wire,' and that when its salesmen call they'll be men of the same stripe—aggressive and equipped with something worth while to tell him.

"But does this merchant rush away to write you a card or letter, inquiring for prices, etc.?

"No, he does not.

"He knows that you are not doing a mail order business.

"He knows that if you want to sell him you are going to send a traveller to call on him.

"He's as sure as he can be of anything that a salesman will call to try and sell him these goods.

"Then why should he sit down and write to you?

"He won't buy the line anyway until the salesman arrives, and perhaps he won't then—on the first call.

"Your first advertisement gets his attention and he looks for the succeeding ones, into which you introduce new arguments, and in which the typographical arrangement is attractively varied.

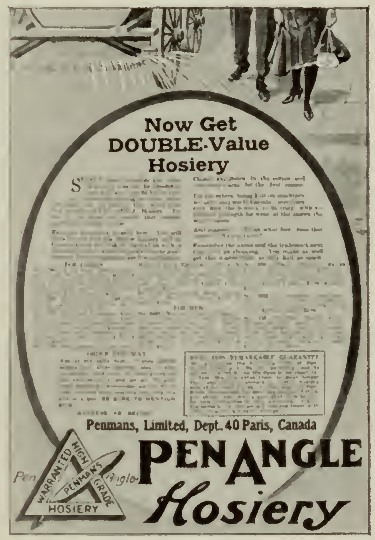
"Your talks reach him, you know, at a time selected by himself to study matters connected with his business—at a time when his 'buyer's attitude' is dropped and he is willing to listen to what the firms who are trying to sell him goods have to say through the paper that has his thorough confidence.

"You may never receive a line from this dealer direct, but when your salesman arrives he gets a good hearing.

"Through your advertising you have won the dealer's attention, and aroused his interest.

"Now don't you think the salesman's work has been simplified by this favorable reception you have prepared for him?

"Don't you think he will sell a higher percentage of the dealers he calls on, than he would if this introductory work had not been done?



An attractive ad.—Pen Angle copy is often stronger.

"Don't you think the securing of attention for your goods beforehand will save a good deal of the salesman's time—permit him to make more calls in a day than he otherwise would?

"Won't you admit that by carrying the dealer through the stages of attention and interest—always essential in the process of selling—this trade paper advertising has

Hamilton
the
Electrical
City of
Canada

We Do All Kinds of
Job Printing
Give Us a Trial

ADVERTISE IN
THE TIMES

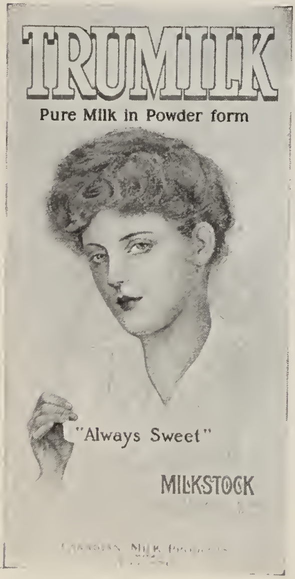
Practically all the best families in the City and County read THE TIMES. Consequently it is the Newspaper through which to reach the GREAT BUYING PUBLIC of this district.

The Semi-Weekly goes into the homes of the farmers of Ontario and the Northwest.

THE TIMES IS THE PAPER FOR YOU.

DAILY AND SEMI-WEEKLY

Hamilton - Ontario



Effective Advertising Plus Free Space

Study this hanger for a moment and its **probable** results. Because of its **individuality** it attracts—because of its **beauty** the space on which it is displayed **costs nothing.**

We are specialists in designing **Calendars—Hangers, etc.** Tell us your requirements—our **Artists** will make **a special** study of your case.

Rolph and Clark, Limited
Simcoe and Pearl Streets
TORONTO - ONTARIO

accomplished actual selling work? Won't ——"

"You talk like a lesson in scientific salesmanship," interrupted the prospective advertiser, with a smile.

"Well, doesn't all this appeal to you as common-sense reasoning? Doesn't it fit in with the real nature of selling work?"

"Yes, I must admit that it does. I have never looked at the matter in just that way."

"You did not realize," went on the solicitor, "that it is the established system by which you distribute your goods that discourages inquiries on the part of dealers.

"You overlooked the fact that only one class of advertising ever brings direct sales — mail order advertising.

"The general advertising on which manufacturers spend millions in the daily newspapers and magazines, never even brings inquiries, unless the public is asked to send in for a book of recipes, catalogs or samples.

"Even then the value of the advertising cannot be judged by the inquiries. As a matter of fact, they are merely incidental to the real value. At the same time, results are sure and certain, the same as from advertising in a good trade paper."

"Do you mean that your paper will not bring inquiries at all?" asked the prospective advertiser.

"Not by any means. It will, and does, bring inquiries to the advertising of some firms.

"Take an advertisement for a store fixture or appliance that can be accurately illustrated and described.

"Or take an advertisement that offers the dealer a price inducement to buy goods whose quality he is well acquainted with.

"In such instances as these it brings splendid inquiries, and often actually makes sales."

Here the solicitor turned over the pages of his paper and pointed to advertisers who had proved this to be so.

"A half-page every week for a year would cost me $425, would it not?" inquired the prospective advertiser.

"Yes," replied the solicitor, "and don't forget that by means of it you reach about 10 good buyers for every cent expended.

"It costs you only about $8 per week to reach over 7,000 of the best merchants in Canada.

"This represents a charge against each of your 10 travellers' expenses of 80 cents per week.

"Not to speak of the extra sales it brings through the jobbers' salesmen."

"I'll take that half-page for the year," said the manufacturer, "and I'll clearly explain its purpose to my salesmen. Through showing them just how it performs actual selling work, by getting the dealer's attention and interest, and making their task easier, I hope to put enough additional ginger into them to make the advertising worth while for that reason alone.

The order was signed, the advertisements carefully written and a new advertiser made a very valuable addition to his selling staff—one in which he has every confidence, since he knows just exactly the work that it can be relied upon to accomplish.

MR. ADVERTISER!

WHEN YOU HAVE GRASPED THE FACT THAT

THE NEWS

is all-important in Toronto and throughout Ontario—circulates freely among buyers of YOUR product—then, our uncommonly low rates will agree with your ideas of economy.

Let us get together and talk it over.

WE WANT TO SHOW YOU WHY

THE NEWS

—IS—

Toronto's Acknowledged HOME Paper

Hamilton
Newspaper Union List

Comprising 75 FIRST-CLASS Weekly Papers

Sworn Circulation for 1909 - 2,889,732
Weekly Average - 55,571

This List is Used by Many of the Largest Advertisers in the United States and Canada. Enough said.

For Rates, etc., Address

Hamilton Newspaper Union - Hamilton, Can.

PERSONAL NOTES

Our readers are requested to forward any news items of general interest. Changes in the personnel of manufacturing and publishing concerns —new buildings or the instalment of new machinery will be recorded.

Announcement has just been made of the appointment of Mr. Edward H. Baker to the advertising managership of the Corn Products Co. Mr. Baker has had a wide and varied experience in the advertising field, having been a member of the advertising staff of the Quaker Oats Co. for a number of years, with the Frank Seaman Advertising Agency for a similar period, and recently with the M. Hartley Co., general sales agents for the Union Metallic Cartridge Co. and the Remington Arms Co., in the capacity of Advertising Manager. If past successes are any criterion, it is a safe prediction that Mr. Baker will direct the vast sales-creating work of the Corn Products Co. judiciously and productively.

* * *

Western Canada Flour Mills Company, Ltd., has forwarded a copy of their Calendar for 1911. A cut of the Calendar appears in The Hough Lithographing Co.'s ad on another page. The design and excellent tone of the work should prove a good advertisement for the lithographers.

* * *

The booklet sent out by the Department of the Interior purporting to advertise Canada in Germany is said to be little short of absurd by leading German citizens resident in the Dominion, and well calculated to act as a boomerang.

Mr. Gerhard Heintzman, who has recently returned from a trip abroad, declared that he regretted very much that such a slipshod publication should have been sent out. "Not only is it crude in construction, but the data in many instances is all wrong," said Mr. Heintzman. "We have a great country in Canada, a country that might fittingly be called 'the land of the present and the future.' German is a very expressive language, and in preparing a booklet to induce Germans to come to this country, it should have been well done, as Germans are nothing if not critical. There is much that Canada has to offer to the prospective immigrant, but to my way of thinking the booklet sent out would have the tendency to retard rather than promote immigration from Germany to this country."

Mr. Heintzman is most certainly right.

* * *

The Christmas Number of the *Canadian Home Journal* reached us a few days ago, and is well worthy of note, because it compares favorably with the larger ladies' magazines published south of the boundary. Editorially and typographically the *Home Journal* is a very creditable production.

* * *

Mr. W. J. George, who has been the popular foreman of the Hunter-Rose Co., Ltd., Job Department, has been promoted to the position of superintendent. His long experience makes success certain.

* * *

A true sportsman does not quit the field because he missed the first shot.

* * *

Always leave your "prospect" in such a frame of mind that you can go back to him again.

* * *

Many a salesman thinks he is carrying a line when, as a matter of fact, the line is carrying him.

Come in at the Present Rate—

¶ A new rate card goes into effect on January 1st, 1911.

¶ Take advantage of the present rate and obtain a year's contract.

¶ Send for both rate cards, and see what you can save on a contract.

London Advertiser

London, Ontario

How to Get Results in B. C.

¶ The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

¶ That was when the SATURDAY SUNSET was in its first year.

¶ The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

¶ It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

¶ It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The Saturday Sunset

Vancouver, B.C.

ADVERTISERS

Are invited to look through the Advertising Pages of the December Number of THE CANADIAN MAGAZINE, which contains more high-class advertising than ever appeared in a Canadian publication of any brand before. Quality counts.

THE TORONTO "GLOBE" OF DECEMBER 3rd SAYS—

> "THE CANADIAN MAGAZINE sets a pace in its December number that commands admiration for the work that can be done for a monthly in this country. The stories and articles are of a high standard, and special pains have been taken to secure worthy illustrations, making altogether one of the best magazine issues ever assembled in Canada."

It will pay you to have THE CANADIAN MAGAZINE on your list for 1911. No estimate is complete without it.

The Canadian Magazine - - Toronto

WINDSOR

Is growing faster than any small city in the Dominion.

INCREASE LAST YEAR

1,400 Population, $1,000,000 in Assessment.

SECURE THE TRADE

Of this large city through the only effective advertising medium

The
Evening Record

The Standard

St. Catharines - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

TELL YOUR STORY IN THE HOMES OF THE PEOPLE!

That is the kind of advertising which pays. We print over two hundred "Home" papers every week. We give most interesting matter, carefully edited—the kind the people like to read.

Put your stories on these same pages and the results are sure. Some of the largest advertisers in Canada say so. Detailed information or a personal call for the asking.

WILSON PUBLISHING COMPANY

73-81 West Adelaide Street, TORONTO, CANADA

The Trade of Western Canada

The most rapidly developing market in the whole world. Is **controlled** by the **General Merchant.** The Western Merchant, being so far from his market, depends largely on his weekly Trade Journal. For this reason your Trade Paper list for 1911 should be headed by

Established 1882

THE COMMERCIAL

The WEEKLY FINANCIAL, COMMERCIAL & GENERAL TRADE NEWSPAPER of the GREAT WEST.

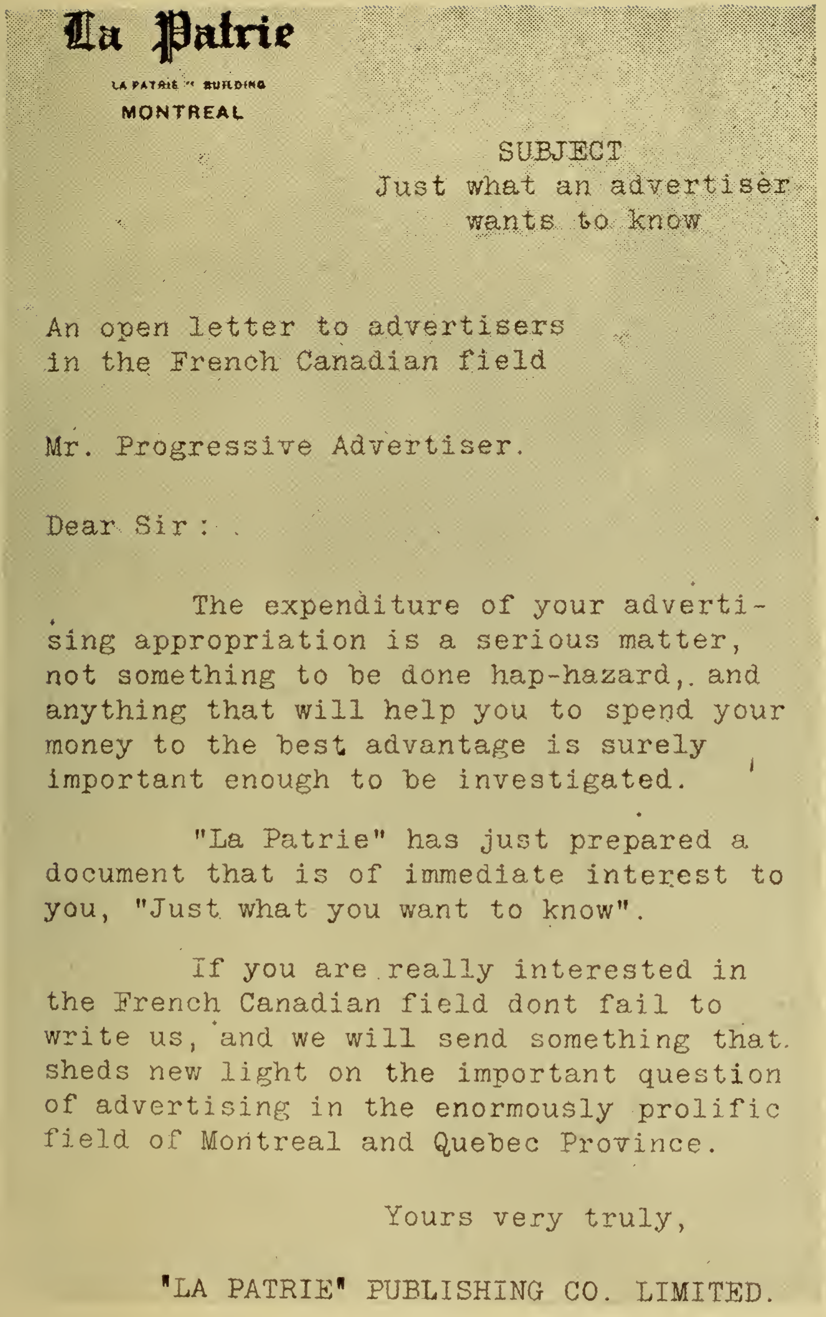
WINNIPEG, MANITOBA

Canada's Greatest Trade Weekly

The Commercial has **more paid subscribers** among the Retail Merchants in Manitoba, Saskatchewan, Alberta and British Columbia than all other trade papers combined. This paper's subscription records are always open to advertisers for inspection.

Write nearest office for sample copy and information.

WINNIPEG, Travellers' Bldg.
VANCOUVER, 26 Crowe and Wilson Chambers
TORONTO, Confederation Life Bldg.
MONTREAL, B. 34 Board of Trade Bldg.
CHICAGO, 4059 Perry Street
LONDON, ENGLAND, 3 Regent Street, S.W.



La Patrie
"LA PATRIE" BUILDING
MONTREAL

SUBJECT
Just what an advertiser
wants to know

An open letter to advertisers
in the French Canadian field

Mr. Progressive Advertiser.

Dear Sir :

The expenditure of your advertising appropriation is a serious matter, not something to be done hap-hazard, and anything that will help you to spend your money to the best advantage is surely important enough to be investigated.

"La Patrie" has just prepared a document that is of immediate interest to you, "Just what you want to know".

If you are really interested in the French Canadian field dont fail to write us, and we will send something that sheds new light on the important question of advertising in the enormously prolific field of Montreal and Quebec Province.

Yours very truly,

"LA PATRIE" PUBLISHING CO. LIMITED.

The Globe
TORONTO.

Advertisers:—

What is probably the most complete circulation analysis ever prepared by a newspaper on this continent has just been issued by *The Globe*, a copy of which will be mailed to any address upon application. In this little volume will be found statements showing:—

1. The yearly average circulation of *The Globe* for the past fifteen years.
2. Distribution of *The Globe* in the city of Toronto by carrier, agent and newsboy.
3. Distribution of *The Globe* in each of the seven wards of Toronto.
4. Distribution of *The Globe* in each of the nine provinces of the Dominion.
5. Distribution of *The Globe* outside of the Dominion of Canada.
6. List of Post Offices in Ontario showing circulation of *The Globe*, Daily and Saturday, in each.
7. List of important Post Offices outside of Ontario showing circulation of *The Globe* in each.
8. The circulation of *The Globe* in Ontario by counties.
9. **Affidavit showing the daily average circulation of The Globe during the past ten months to have been 55,421.**
10. The advertising rates of *The Globe* for space and line contracts.
11. Rates for want or condensed advertising in *The Globe*.

The Globe was one of the first papers on the continent to recognize the right of every advertiser to know exactly what he was buying. For over a third of a century it has published a daily statement, under oath, as to its circulation. With the enormous increase in the expenditure for newspaper space that has taken place during recent years, the advertiser has naturally begun to examine more closely into the distribution, as well as the total output, of circulation.

To meet these new conditions this statement of circulation is issued. It is commended to the business community with sincere appreciation of liberal patronage in the past, and with unbounded faith in the continued development of the Dominion of Canada.

CANADA'S
NATIONAL
NEWSPAPER.